

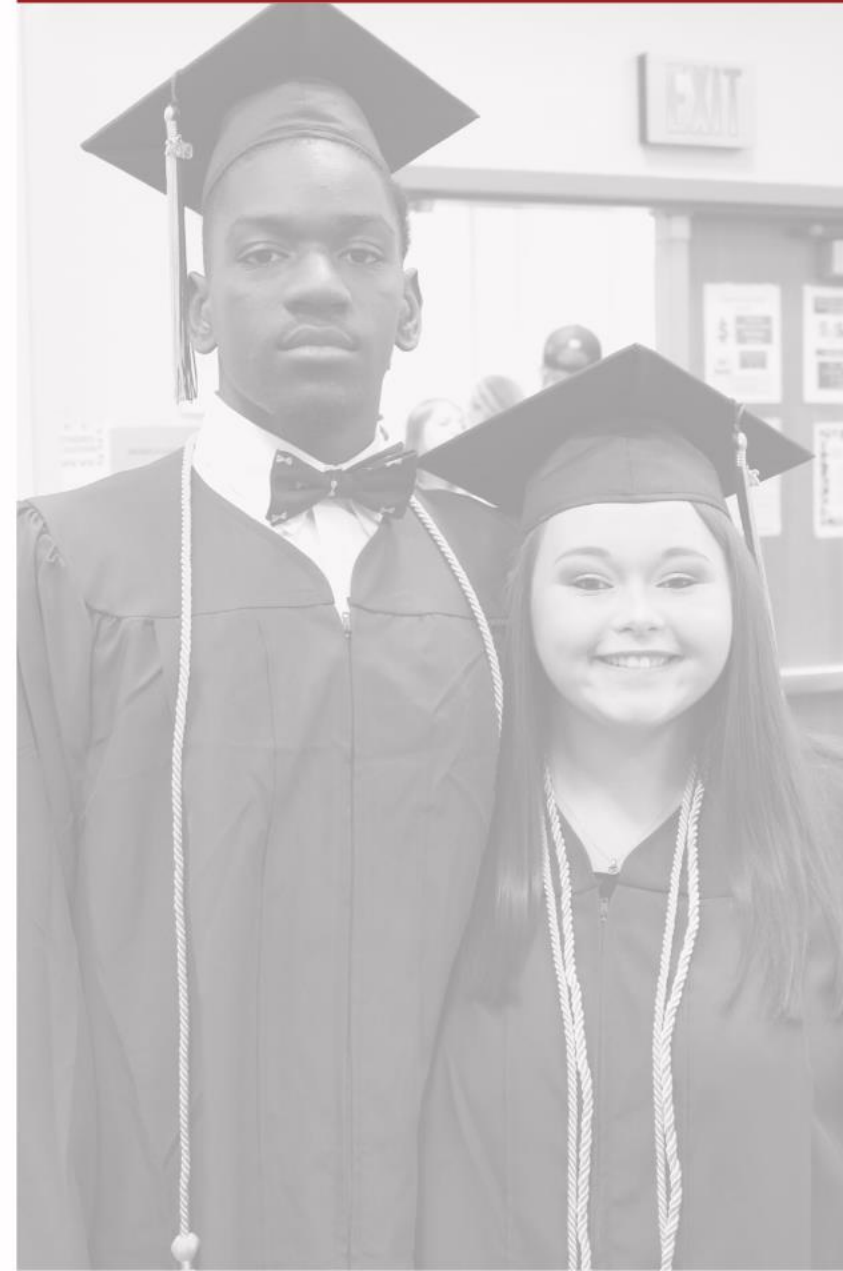
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Communications Training

November 12, 2020



STARTING WITH WHY

- Whether its photos, videos or how you distribute them, you want to start with your goal
- Who is your Audience?
- What is the Call to Action?
- Why are you making this video, photo, or posting something on social media?



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PLANNING AND PREPARATION

- Create a Shotlist
 - A-roll – What is the main action I need to capture? Who do I need to interview?
 - B-roll, what are the shots that can support the A-roll
- Call Participants ahead of time and get media releases
- Check for weather, sound, and the best visual location for photos and video
- If it's an event, make sure to get an agenda and know when and where everything is happening, or make your own agenda.
- Plan for the time needed after the shoot to edit your content and when to post

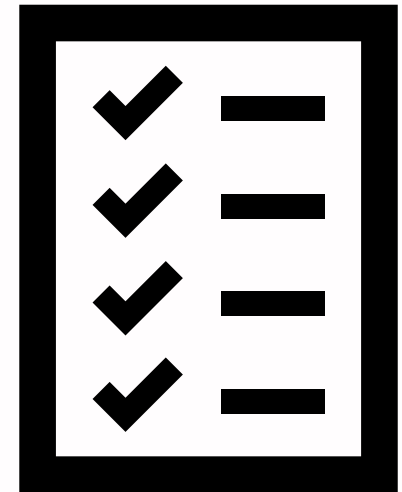
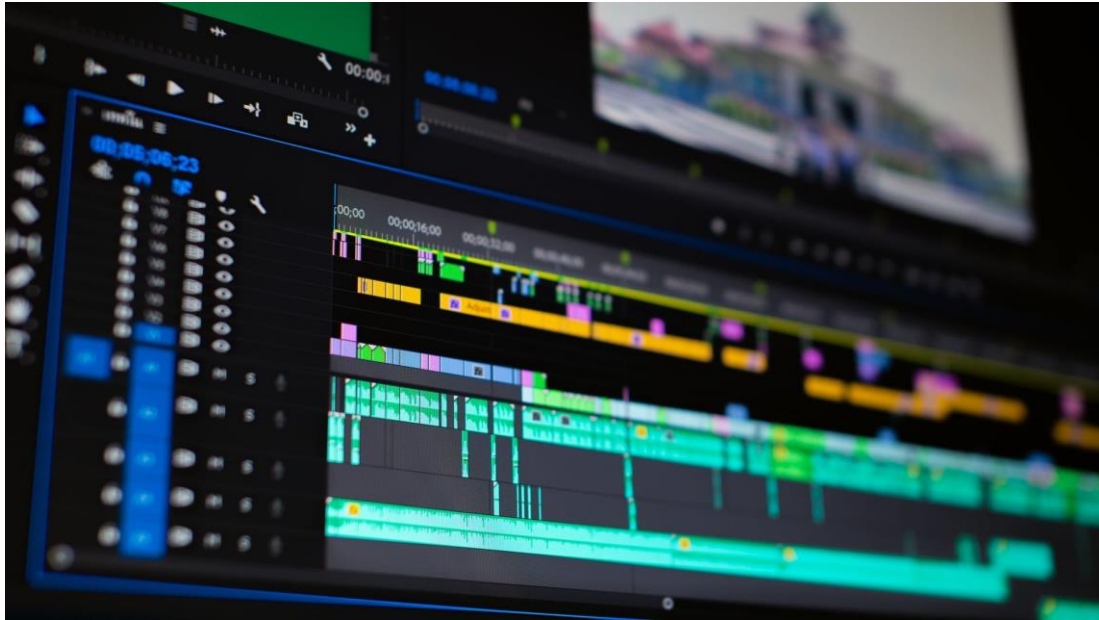


PHOTO EDITING

- The most professional program to edit photos quickly on is lightroom, and there's a free version for your phone you can use. Ask for a free trial or an education discount from Adobe
- You want to go through your photos and Note your Favorites first
- If necessary, Categorize
- Correct photos for cropping and color balance
- Find a colorful look that's good for your school
- If you can make a preset, you can copy past that look and make minor adjustments
- Helpful Tools in Lightroom



VIDEO EDITING



- Always start with the Story
- Organize your interviews based on the story like a book – Introduction, Rising action, Climax, Falling Action
- Cut your content down to make thoughts and ideas clear
- Put your B-roll on top of your Interviews and narration to support what's being said. We don't need to see the person the entire time.
- Make sure to add music below the video but lower the audio on the music while raising the audio on the interviews, so they can be heard

HOMework

- Come up with an Idea for a Photo or Video Project for your School
- Jacob comes to shadow and help capture and produce the content
- Submit your ideas and plan to Jacob and Ashley via Formstack, and let us know what help you need to help get it done
- Be on the lookout in your emails for some helpful planning PDFs for photos and video shoots



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