



# What To Do Before We Hit Record: Field Videos

## Brainstorming And Finding Your Concept:

Spend some time thinking about what you want to convey in your video. Will we be introducing you in your lab, office, or working out in the field? Do we want to showcase a specific person or idea in their environment? We can brainstorm with you during your initial consultation, but feel free to spend some time by yourself or with your ID to come up with ideas. We have the Creative Brief to help guide you as well.

## Finalize Your Creative Brief:

Make sure to complete your Creative Brief with your ID to let us know about all the details related to your course video. This can help guide your brainstorming, and it helps us us to come to the shoot prepared with everything you need.

## Locations And Interviewees:

If you have a specific place in mind that you'd like to record, whether it's on campus on off, make sure to get official permission to film there beforehand. Contact your guests, if you want to feature any, and let them know what to expect when we come by. Our videographers often will want to grab "b-roll" of a person or location that is being featured, so we ask for some "action" shots of your guests interacting with their environment.

## Shoot Day:

On the day of the shoot itself, our videographers will guide the process along. We will need some time to set up equipment and poke around to find the nicest lighting and background, and get a feel for the area. Once we're ready to record, we will lead the video process, but you - as the subject matter expert - can lead the conversation with your subjects. Our videographer may pop in a few times to gather additional information, but we look to you to guide the topics of conversation.

## After The Shoot:

Once the shoot is complete, our videographers will take the footage back to the ODL offices and piece it together. We'll create a solid story based off the deliverables mentioned in the Creative Brief, but if there are any important notes that you have, feel free to share them with us and we can incorporate them into the final piece.

