

# A Transportation Professional's Guide to Utilizing Video Technology

## Video Production Cheat Sheet

### Video Vocabulary

- A-roll: Video of interviews
- B-roll: Video of stuff happening

### Audio Vocabulary

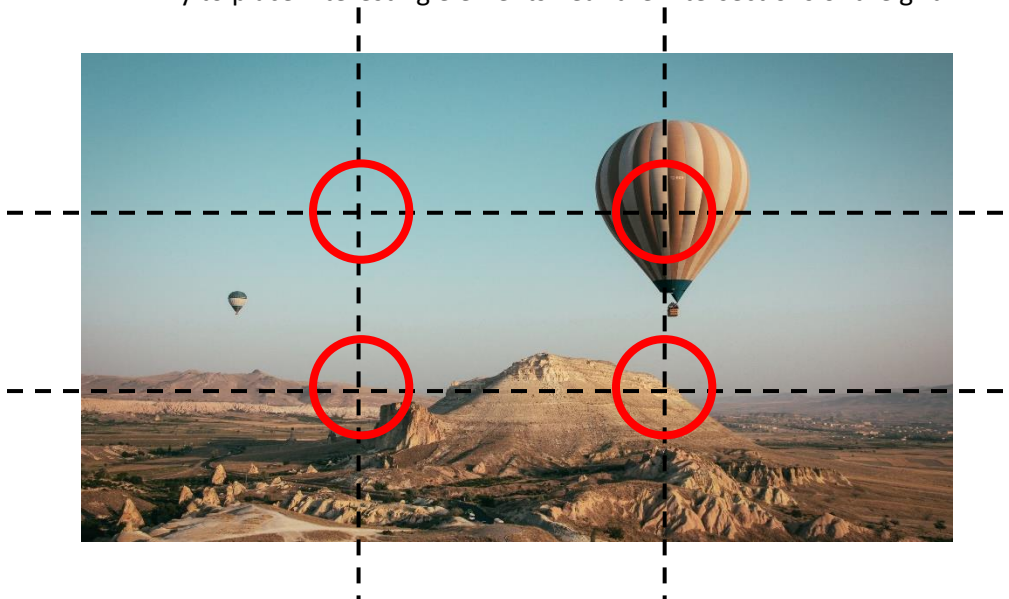
- Music Track: Music playing in the background of the video to set the mood
- Nat Sound: Natural sounds of the scenery you are showing (e.g. road noise from cars)
- Sound Effect (SFX): Artificial sounds and noises added to accentuate parts of the video
- Soundbite: Short clip (~:10) from an interview
- Voiceover: Narration (different than soundbites)

### Resolution

- 1080p is best for everyday videos

### The Rule of Thirds

- Try to place interesting elements near the intersections of the grid.



## Video Gear

- Camera: Smartphone or DSLR
- Laptop: Most standard laptops will do for basic video
- Mic: Handheld mic with lav (lapel) extension
- Tripod: Buy one made for your camera

## Video Editing

- Options you may already have
  - [Windows Video Editor](#): Part of standard Window operating system
  - [iMovie](#): Part of standard Mac operating system
- Software packages
  - [Adobe Premiere Elements](#): A lite version of the Adobe Premiere Pro software
  - [Adobe Premiere Pro](#): Top of the line professional software
  - [Final Cut Pro](#): Professional software for Mac

## Interviewing Basics

- Allow sufficient head room



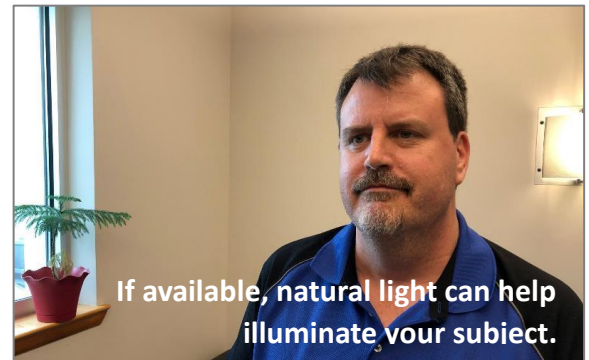
- Allow sufficient nose room



- Establish proper eye line



- Use proper lighting



### Tips for a good interview

- Ask "throwaway" questions first
- Ask open ended questions
- Read body language and adjust
- Follow up
- Send topics, not questions
- Allow pauses
- Be a cheerleader
- Ask, "Is there anything else?"



### Criteria for a good story

- Consequence
- Timeliness
- Proximity
- Prominence
- Surprise
- Affect

### Storytelling tips

- Start with why
- Use the “people” lens
- Focus on benefits, not features
- Think in episodes

### Storytelling principles

- Say dog, see dog
- Communicate at appropriate level

Awareness

Interest

Desire

Action

### Scripting

- Soundbites ~:10
- Cover soundbite with b-roll after ~:05



## Video Asset Resources

### Music Tracks/SFX

- Epidemic Sound (\$15/mo): <https://www.epidemicsound.com/>
- Audio Jungle (Pay per file): <https://audiojungle.net/>
- Adobe Stock (\$30/mo, includes images and 3D): <https://stock.adobe.com/>

### Voiceover

- Voices.com: <https://www.voices.com/>

### Stock Video

- Storyblocks (\$30/mo, includes simple video editor): <https://www.storyblocks.com/>
- Pexels (Free!): <https://www.pexels.com/>

**Remember, buy the right license!**

*The product links provided in this handout are intended to be used as an example, and do not represent a product endorsement or recommendation.*

