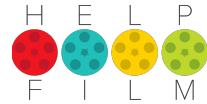


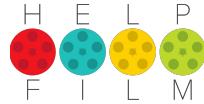
Introduction to how to film on low budgets and with limited resources



Who we are:

- A charity that makes films and animations for other charities.
- Produced 27 films/animations in the last two years.
- Assist in marketing and launching films





GENERAL ADVICE

WHY ARE YOU MAKING THE VIDEO?

Videos take time. Make sure it's necessary. There has to be a purpose for it. Why is it a video and not an article, a presentation, an infographic?

Who is your audience (donors/people you want to help etc) ?

Keep it short. Under 2 mins is good. Need to show more than that? Do another video. Multiple short videos are more use than 1 long video.

Sincerity is more important than production value!

Make it evergreen. If you're short on resources avoid doing a video leading up to a specific event as it will date it. You want to use this video for 1 or 2 years (you may not want to but you will!)



THE TYPE OF VIDEOS YOU CAN MAKE:

Piece to camera (PTC): A person announcing something, thanking someone. Easy and fast to do so it can be topical for social media. Keep it short and sincere. If you want to use a teleprompter, there are some options below

Teleprompter:

Video Teleprompter lite

BigVU

Teleprompter

Veed.io

Tips for writing the script:

150 words a minute. Keep it brief!!!

Short sentences. Easier to deliver.

Be enthused. Over enthusiastic will just look normal on camera. It's like make-up, you use more just to look normal.

Take your time. Blink. Avoid monotone - deliver like a roller coaster

H E L P

F I L M





THE TYPE OF VIDEOS YOU CAN MAKE:

'Who we are' videos:

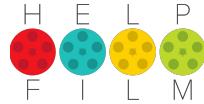
More complex but they boil down to 3 things

- 1) Interviews (talking heads)
- 2) B-roll (show what you're talking about in the interviews)
- 3) Text/statistics.

B-roll is what makes your video stand out. It shows what your charity does. The footage plays over the sound of the person speaking. A good 'who we are' video is mainly b-roll with a little bit of seeing someone speaking on camera.

You can make an excellent 'who we are' video with only b-roll, text and a voiceover. Voiceovers are good because you can script them to succinctly say what needs to be said. Same rules as script - 150 words a minute. BUT you need to cover them with footage - not always easy.





WHAT YOU NEED TO MAKE A VIDEO:

Filming Equipment:

Phone

[Tripod](#)

[Grip](#)

Microphone. [Rode wireless \(2 mics\)](#) or [Wired mic](#)

[LED light panel](#) (optional) or any led lighting ring

For more basic all in one self shooting - comica smart phone mobile kit (£50-ish)

IF you insist on getting a camera (and don't want to spend over £1k - £3k then the [SONY EV-Z10](#) & [Sigma 18-50 lens](#). Are a good combination and are about £1k.



WHAT YOU NEED TO MAKE A VIDEO:

Software:

Filming:

iMovie - free, simple. Only on Apple

FiLMic Pro - industry standard but a little more complicated

Open Camera - free, simple. Only on Android

Editing:

Desktop options:

- *Adobe Creative Suite*. Offer charity discounts. Photoshop/Premiere/After Effects. Adobe Premiere Rush (for editing on your phone). £10 - £50 a month.
- *DaVinci Resolve*: Also excellent & fully professional. Free!



WHAT YOU NEED TO MAKE A VIDEO:

Helpful tools:

- ENVATO ELEMENTS - stock footage/graphic templates/photos. £200 a year
- FIVERR.COM/Upwork.com - freelance resource for voiceovers, animations, videographers etc
- Need a videographer? You can post on social media. Utilise the forums you belong to. Work off recommendations
- Hire smart: Most videographers get paid by the day - squeeze in as much content as possible.
- Want to save costs? Edit it yourself - but it will take days.



FILMING TIPS

- Never use equipment/software for the first time when about to record. Do a test in the office/at home first
- Shoot horizontally
- Natural lighting where possible.
- Never out a window. Use the window to light the subject
- Have the camera/phone at eye level
- Wipe the lens - one of the most common mistakes.
- Who should you put on camera. Generally better to hear from the people you are helping rather than the higher ups in the charity.
- Have a celebrity contact? Use it.

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