

# TicToc Video Production Guide

## October 2020

To film one of these videos, there is a simple recipe to follow that will enable everyone to have cohesive and entertaining videos. A combination of video footage and good lighting is basically all you need to tell a story. This guide was based on the Andy Warhol educational video, which is a good reference to use if this guide is confusing. When in doubt take more footage!

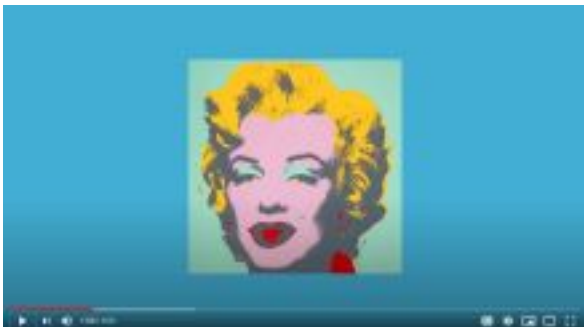
### Framing Your Shot



For the opening shot you will want to select a location with a simple background (solid if possible) and good lighting. The person on camera should not be backlit, the light source should come from the front and shine on the subject.



For the main shot on the camera a simple background and good lighting is again essential. **This shot should remain the same for the duration of the lesson,** and be supplemented with an additional camera footage if you have it. The subject should be in the middle of the frame with a view of the workspace.



Gathering images for the educational portion of the lesson helps for viewers to visualize and comprehend the information. These will be layered over the audio of the educational portion.

### Materials



Footage showing the materials for the project is important for the viewers. But these shots can easily be boring if we are not careful, try capture them at different angles, or try camera maneuvers- zoom, pan, etc.

## Framing Your Shot (second camera if available)



For these shots, the purpose is to give context to the viewers and highlight important things that are happening. These will be layered with the main footage (camera A) and work together to create a narrative. Try to come closer to the subject or capture the subject from different angles.

**The A camera should be rolling the entire time in the same location, while the B camera should be moved around gaining footage.**

## Filming The Activity



Young viewers can loose attention very quickly, so try to avoid one long shot of the activity. Change up the angle and closeness to keep things interesting.

## Bonus Shot (For Fun)



The same rules apply, a simple background and good lighting! And have fun!