



## U. S. Green Building Council – Missouri Gateway Chapter 2019-20 Green Schools Quest



### General Tips for Small Scale Video & Documentation

**We have found that videos uploaded to online services such as YouTube and Vimeo are easier to share and view than sending files which must be uploaded on each computer upon which they are viewed, especially considering the large file size associated with many video files. While uploading and sharing your video via YouTube, Vimeo or a similar service is not required, it is encouraged.**

#### OVERALL

- When recording, stay with the same film medium; for instance, try not to alternate between digital cameras and smart phones.
- Ensure that parents are aware of the documentation occurring and that the proper paperwork and permission is on file within the school.
- Include credits at the end of the video!  
(For instance, if you used music from Incompetech, credit composer Kevin MacLeod.)
- It's about the kids! The more they document and the more they work on the final product, the more rewarding for them.
- At times when editing, you'll need to convert file formats so that they are compatible with each other and with your operating system. There are TONS of free online conversion sites— simply search for the file conversion you need.

#### VIDEO BASICS

##### Fonts

- Keep font type and color uniform.
- Limit the amount of text onscreen and the number of font colors used.
- Make sure the font color is in stark contrast to its background.

##### Transitions

- Don't get transition happy! Too many fades, wipes, zooms, etc. can be nauseating.
- BLACK OUTS are the cleanest and most effective transition.
- Make sure the images are in a logical, progressive order—after all, you're telling a story!
- When in doubt, keep it simple.

##### Shots

- Keep the frame small and tight on the subject! Too many details make it hard for the eye to focus.
- The shorter the shots within the slideshow/video the better.  
Most Hollywood movies keep clips to only a few seconds in length.
- Limit the amount of white wall backgrounds.

## Shots (cont.)

- Avoid switching from a static shot to an action shot and vice versa.
- Have your subject enter and exit the frame before transitioning to the next shot.
- Remember: Each image should convey a message about your project to the judges. You may end up with a ton of cute clips and pictures, but they don't all need to be submitted. Perhaps put together a separate scrapbook or video for the class and the parents.



There's a lot for my eye to take in—  
what should I be looking at?



Whereas, here I'm told to look at the  
door.

## Music Selection

- Find a sound clip that runs the length of your video.
- Ensure that the music is royalty-free!
- Check the resources section below for royalty-free music sites.

## RESOURCES

### Royalty-Free Music

- [Incompetech.com/music/royalty-free/](http://Incompetech.com/music/royalty-free/)
- [Danosongs.com](http://Danosongs.com)

### Editing Software for PCs

- Windows Movie Maker
- VSDC Free Video Editor
- Lightworks (Steep learning curve)

### Editing Software for Macs

- Magisto
- iMovie