Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**MMJ - Video Production Checklist**

**Tips & Techniques for Perfect Video**

While designing and creating any media in this class, you and your group members must check off the items on this list throughout the entire process.

Planning & Writing Process

* Assign roles
* Stay on top of the small assignments along the way to earn the free easy points
* Brainstorm and write notes down on paper
* Write a script
* Make a storyboard
* Conduct cooperative group discussions to finalize plans
* Practice the script before filming
* Plan it out so you can film at school as much as possible
* If you can’t film at school plan it out so you can easily meet team members at a convenient location
* Always consult with teacher before filming
* Creative title
* Choose filming locations before filming
* Be flexible and make changes as you move forward
* Don’t procrastinate, use all in-class time efficiently
* Watch MMJ videos from the past or real-world professional videos for inspiration

Filming / Lighting / Camera

* Use the tripod. Keep the camera balanced, no shaking
* Film a few extra seconds before and after to make editing easier in the future
* Film your scenes in perfectly lit areas, lighting should be coming from in front of the person / from behind the cameraman
* Use consistent lighting throughout
* Get a hold of extra lighting if possible, lamps, flash, etc
* Avoid direct sunlight. Avoid low light and too many shadows or darkness
* Remember the “Law of Thirds” when framing shots
* Film the same scene over and over to later pick the best one for editing the final product
* Film from many different angles, film the same scene from different angles
* Keep people framed in the camera shots well, symmetrical placing
* Try to make it look as professional as possible
* Review the video before you quit filming in case you need to go back and re-film any mistakes
* Smooth camera movement and transitions
* Film in sound proof rooms, no echoes
* Use good backgrounds
* Try to keep background English only, avoid other languages in background if possible
* Be careful when zooming in and out, not too much, not too little, not too strong

Acting / Props / Clothes & Costumes / Make-up

* Perfect acting
* Don’t under act, don’t over act
* Perfect English and grammar in all speaking
* Speak loud and clear when acting
* Practice performing many times before you begin filming
* Film many takes, many versions of the same scene, to then later pick the perfect versions when editing
* Bring costumes or props to school each day for filming
* Wear your exact costume each day of filming
* Use high quality make-up, paints, etc. to make this as realistic as possible
* Get someone that is good with make-up to apply it to the actors
* Use a lot of make-up, exaggerate, it will show up on film better

Audio

* Use the microphone when filming if applicable
* Use high quality sound effects
* Fade in and out when necessary
* Match the audio with the video precisely so there won’t be any timing issues
* Use good music, appropriate music, English music
* Keep music low while speaking is high if combining music with scenes that have dialog
* Use instrumental only music when people are speaking
* Use music with lyrics when speaking won’t occur
* Don’t use too many songs, keep it simple
* Check audio from your filming and make sure it sounds perfect before you edit, or go back and film again
* Film in sound proof rooms, no echoes

Editing

* Edit music and other audio elements together perfectly
* Make sure audio levels are consistent and never too high or low
* Use good transitions between scenes
* Fade in and out from black if necessary
* Spend a lot of time editing
* Use cool editing tricks such as slow motion or high speed
* Choose only the most perfect scenes you filmed
* Perfect grammar, spelling, & capitalization rules are followed

Content

* Have fun and put bloopers at the end if applicable to the project
* Keep it simple
* Keep it professional
* The story must make sense to strangers
* Perfect grammar
* Make sure the whole group agrees with and likes the content
* No inside jokes
* Can’t be boring, if you’re bored, we’re bored
* Always consult with teacher before you turn in the final product in case something is inappropriate or doesn’t make sense
* Must be original, don’t steal other ideas that have already been used
* Be careful if you’re going to use humor