

The O'Neil Sisters

come craft with us

Checklist: Shooting A How-To Video

By Jennifer & Kitty O'Neil

1. Use an outline instead of a script.
 - Write how-to.
 - Print how-to.
 - Mark into shots.
 - Use outline as shot list.

2. Create a stage.
 - Look at the background color of table.
 - Dress set behind talking head shots.
 - Look for extraneous things in the shot and remove them.

3. Set up the camera.
 - Use a tripod.
 - Pick point of view.
 - Mark shot area outside camera view.

4. Check the sound in the room.
 - Turn on the microphone.
 - Mute cellphones and computers.
 - Turn off AC and close windows.
 - Remove pets.

5. Light the scene.
 - Set up lights.
 - Look at shadows.
 - Focus camera.
 - Do a test shot.
 - Check lighting, color, focus and sound.

6. Start shooting.
 - Turn on record.
 - Craft in real time.
 - Share tips and tricks.
 - Turn off record.