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| Name: **Eric Larson**  Production: **How to Create a “How To” Video** | | | |
| **Shot** | **Video** | **Audio** | **Time** |
|  | MS of Larson at a computer with a camera(standup) | **SU -** How to videos are very common. If you are ever in need of knowing how to do something, chances are your answer is just a few clicks away from you online. I’ve been online looking for those answers. You know and I know that there are some videos that you just stay away from because of the look and feel. Here’s what you need to do to create a good How To video. | 12s |
|  | LS - Person working at a computer | **VO -** Step one, narrow down your topic to a simple concept. | 3s |
|  | CU –CU of hand on mouse | Think of you as the viewer looking online for an answer. | 3s |
|  | CU –Person’s face working at a computer | Most people do not want to watch a 20 minute video on how to ski when all they want to know is how to do a ski jump. | 5s |
|  | CU of computer screen | People want what they want now. | 3s |
|  | LS - Person working at a computer | Step two, create a list of steps that gives clear instructions on how to attain the end product. | 3s |
|  | CU of screen showing step list | Do not go off on tangents. | 2s |
|  | CU –Person’s face working at a computer | Step three, write a narration to your video | 3s |
|  | CU of computer screen typing script. | Use your steps as the basis for your narration but use a personable and conversational language. | 4s |
|  | CU of mouse click and dragging | Step four, transfer your narrative script to the audio column in a video script. | 3s |
|  | CU of screen scrolling to show two column format script. | This will allow you to break down your script by shots and give you an idea of shots you will need to support your video. | 4s |
|  | CU of person looking at screen | You will need to decide here when you want to be seen on camera as the host, doing a standup | 3s |
|  | CU of computer screen typing in “VO” | or when you will just want to hear your voice doing a voice over while showing video of what your narration is about. | 4s |
|  | MS of a person setting up a camera and mic | Step five, using a camera and a microphone, | 3s |
|  | CU of finger hitting record on camera | record yourself narrating your video. | 2s |
|  | CU of person, nose down to lavaliere | This will later be as your voice over or as a host stand-up. | 3s |
|  | Record person recording B-Roll | Step six, record your B-Roll/ video that will cover parts of your voice. | 3s |
|  | CU of person using camera | It’s best if you shoot in sequences. | 2s |
|  | LS of a person working on computer  with camera recording graphic overlay | Show continuous action when you are talking about one particular thing. | 3s |
|  | CU of a person’s face with camera recording graphic overlay  also  CU of person’s hand on mouse with camera recording graphic overlay | In other words start with a long shot to give your audience an idea of location but use close ups to show detail. | 4s |
|  | CU of hand inserting SD card | Step seven, capture or upload all of your video into a new project folder on your computer workstation. | 4s |
|  | CU profile of a person and computer screen.  Also  Screen shot of windows explorer | Remember to have an organized approach when managing your video files. | 3s |
|  | CU of person’s face  Screen shot of Adobe Premiere opening | Step eight, Build a new editing project. | 3s |
|  | CU of person’s face | Step nine; begin editing by first lying down your voiceovers | 3s |
|  | Screen shot of a person dragging down voiceover from project bin to timeline. | and stand-ups otherwise known as A-Roll. | 3s |
|  | CU of screen – title, new title | Step ten, Create and insert graphics | 2s |
|  | CU of new graphic | that label and number your steps. | 3s |
|  | CU of screen shot creating edit points | Next , add your cover shots, otherwise known as B-Roll, to align with the voiceovers. | 3s |
|  | CU of person’s face | If you say “use a 9/16 wrench” then you must show a 9/16 wrench. | 3s |
|  | CU of person’s hand clicking mouse | Finesse your video . | 2s |
|  | CU of hand turning up speaker. | Add a soundtrack to match the mood of your video. | 3s |
|  | Screen shot of opening title.  CU of person’s face | Create and insert an opening title that expresses the theme of your video. | 3s |
|  | Screen shot of credits | Create credits that give recognition to people who worked or performed in your video. | 4s |
|  | LS of person working on computer | Last step. When you are done editing you need to export your video as a whole. | 3s |
|  | MS of person grabbing a DVD | Decide if you will use this on the web or to be distributed on media such as DVD. | 3s |
|  | Screen shot clicking File- Export | Export the video using the proper settings. | 3s |
|  | MS of Larson at a computer with a camera(standup) | **SU** - So there you have it, a solid how to video on how to make a how to video. Good luck and hopefully you can now try it on your own. | 6s |

Total 2m 26s