Key Principles of Video Teasers

**Video teaser:** 60-90 second video enticing the viewer to watch, but revealing enough as to not give everything away. It should convey the most important facts to the viewer in a simple way.

There are three phases in video production:

1.) **Pre-production:** work done before the full-scale project.
   - **Shot list:** document outlining the exact shots needed in a sequence.
     - You will be using this during the MIM Conference as a way to keep track of your shots and capture everything you need.
   - **Interview Questions:** Questions to ask a person to help them relay information on a topic.
     - Research the topic you are writing about in order to be prepare before an interview. Outline questions and memorize them so that you are confident about where a story needs to go and what sound bites are important.
   - **Story-telling:** the activity of telling a story.
     - There should be a motivation behind every shot in order to connect a story, which has a beginning, middle, and end.
     - For MIM there will be an introduction to the person, a description of their project, and a soundbite from the presentation.

2.) **Production:** work done during the recording of media.
   - **Camera Angles:** The placement of a camera in relation to the subject.
   - **Close Up:** A tight, zoomed in frame of the subject.
     - Intimate view used to show details.
   - **Medium Shot:** The upper half of a person or subject is in frame.
     - A Person or subject is the focus, and the surrounding area is less important.
   - **Wide Shot:** A shot where everything is visible in the frame, such as the subject and the surrounding area.
     - The area a subject is interacting in is important for context.
   - **Pan:** Movement of a camera from side to side
   - **Tilt:** Movement of a camera up and down
   - **Steady Shot:** A still camera shot with no movement
   - **Sound bite:** a small portion of a recorded interview, chosen for its relevance to the topic.
3.) **Post Production**: work done on a video after the recording; editing
   - **Graphics**: an animation or image that displays computer generated information
   - **Background music**: sounds that enhance a story or convey a feeling in a subtle way
   - **Intro**: The beginning of a sequence
   - **Outro**: The end of a sequence
   - **Lower Thirds**: The bottom third of a frame, typically where titles, subtitles, and captions appear.
   - **Editing**: The process of arranging media into a cohesive and understandable sequence.
   - **Transitions**: connects media in various ways
     - Audio transitions: Fade in or out music so that a change in audio is not jarring to the audience.
     - Video transitions: Dissolve, fade, dip to black, etc. That connect two shots to show a passage of time or a change in scenes and location.

**Video Teasers**
- Should be short and sweet
- Should motivate a person to feel or think a certain way as to want to know more
- Should contain main points from a presentation
- Should be clear and simple to understand