Vertical video 101

Format

- What will be the overall look & feel of your video?
    - Narrating to camera, voiceover with footage/animation, text on screen over footage?
- How will you keep things visually interesting?
    - Add closeups, b-roll footage, and images to break up narration
    - Speed up a long shot of your hands doing something in the lab to create a time lapse
    - Change how close you are to the camera in between lines
- What content do you enjoy consuming? How are creators you admire playing with format and style? Explore relevant hashtags and accounts for inspiration

Story arc

- What will the flow of your story be across 60-90s of video?
- A strong opening hook will grab your audience before they scroll away
    - Super interesting visual, a strong opening sentence/question, a text title that immediately draws viewers in
- How will the rest of the story play off the hook?
    - Think about key story beats and holding interest throughout the video
- How will you connect the dots to advocate for science?
    - Weigh the urgent need for action, what privileges you hold, and the stability/security of your career stage
- Do you want to include a call to action or engagement?
    - Calling reps, signing up to write an op-ed, sharing their own science story in the comments?

Scripting & Shot List

- When creating short-form content, scripting (or at least a thorough outline) can be helpful to keep your video within the 60-90s timeframe
- Read it out loud to see how long it takes, adjust accordingly before you film

- Think about what kind of footage might go with each section of your script, and make a shot list
  - 'I need a shot of me saying this sentence in my lab, a closeup shot of my hands for this sentence, and a wide shot of me putting this sample in the fridge for this sentence'
  - 'I'll film the whole script narrating to camera, and then insert these research images here and there'
  - 'I want to point at a screen shot of this news article in the background'

Filming

You have everything you need on your phone

- Smartphones these days have great video and audio capabilities!

A few tips and tricks

- If your phone has a 4K filming setting, you can turn it on for greater flexibility reframing the shot while editing. The tradeoff is that the files are huge! Regular HD mode is totally fine for what we need.
- You can put a clean sock on the bottom of your phone to act as a mic filter and improve audio quality
- Lighting goes a long way to a high-quality shot. Try to face the light while you film — don't film with your back to a window or the sun, move your lamp around so it's facing you. If you have access to a light cube or ring light, use that to balance the harsh overhead light in the lab
- Film vertically, not horizontally
- If you're filming in selfie mode, remember to look at the camera and not at the screen

Things to consider when filming

- Do as many takes as you need to be happy with how you've delivered the line. If you mess up, do a brief pause before you launch into another take so that you have room to edit out the mistake
- Don't worry about perfect memorization, go for what sounds natural and conveys your genuine personality and emotion — the script is jus there to help you stay within the timeframe
- Get more footage than you think you'll need — it's always good to have options for visually interesting things to edit on top of narration. If you're setting up a PCR, prop your phone up somewhere and film for a while! (Lab safety > filming, obviously!)

If you want to get fancier for $0

- If you want to use this project as an excuse to up your filming game, go for it — but try it out for free first!
- Many university & local libraries have filming equipment you can check out
- See if your department's PR team has filming equipment you can borrow (someone definitely has a ring light floating around somewhere!)
- Ask your local Buy Nothing group if they have any equipment to gift/loan

Editing

Pick your favorite editing software

- So many free and easy options out there: CapCut, DaVinci Resolve, Canva, iMovie, etc
  - Can also use in-app editing programs & download the video from the app to cross-post on different platforms
- Do you want to edit on your computer or phone?
- There are endless tutorials on YouTube to help you through any editing conundrum on any type of editing software

A few tips & tricks

- Add b-roll, images, etc to keep visual interest
- Most editing programs have powerful de-noise options to filter out loud background noise like your -80 freezer compressor
- Add captions for accessibility and to maintain interest of viewers who scroll without their sound on
- Export one video that you can post to multiple platforms