

## Broadcast Communications: **How-to Videos**

**OVERVIEW:** This weeks project will focus on the infamous “how-to” video. You will be tasked with teaching the class a new skill or hobby. The difficulty level can range from tying your shoes to painting a picture as long as it can be done in in more than 5 steps. You will be tasked with demonstrating how to do this skill on camera so choose something you can recreate. You must have 5 b-roll shots demonstrating how to do it and a voice-over discussing each shot. You may use external b-roll as long as it supports your story.

### LEVEL ONE LEARNING GOALS:

- Understand how to craft and articulate purposeful scripts
- Understand how to record a v/o and utilize it strategically
- Understand how to strategically use b-roll to support a story
- Critically think about producing for an audience

### VOCABULARY/RELATED TERMS:

A **News Package**, is a way to convey a story into video form. It has facts, characters, and a reporter to guide the storyline into a short story.

A **V/O is a Voice Over** is a production technique where a voice—that is not part of the narrative —is used in a radio, television production, filmmaking, theatre, or other presentations.

**A-ROLL** is the primary video and audio that drives your story from beginning to end. This is typically in the form of narration and interviews.

**B-ROLL** is the supplemental footage used to visually support your **A-ROLL**.

### STEP 1: ASSESS YOUR SITUATION.

Put pen to paper. Make a list of all the skills that you have. Now make a note next to the ones you think are the most VISUALLY INTERESTING to display. What is going to make for the best shots? What is easiest to display? What might be difficult to shoot? What will I need to shoot this?

**Consider:** the ways in which you can craft a concise story from start to finish. You are looking to teach people step-by-step how to do something. Keep it concise and to the point. You are looking to inform them. You want to be charming but not at the expense of information. The audience should never be confused as you go from step to step. With that being said keep it organized as well.

Once you've thought about your video organize your thoughts using a program proposal. This is an easy way to highlight key areas of your video while creating the framework for you script.

Create an outline so you know exactly which steps you will be discussing and what you will be saying for each step. This will help when you move to the scripting phase as you will know what you are going to say and how you are going to say it:

- Introduction
  - Introduce topic matter and summary of video
- Step 1: What is the step
  - Ways to achieve it
  - Tips to help
- Step 2: What it is
  - Ways to achieve it
  - Why it is important
- Conclusion

**STEP 2: CRAFT YOUR SCRIPT**

Now that you have an idea of what you want to say. It is time to figure out HOW you are going to say it. What visuals will you use? What kind of b-roll will best tell my story? What third-party b-roll can I use to emphasize my video?

Craft a 2-column script: Visuals on the left, Audio on the right. Fill out the audio of your script first. Make sure to create spacing between lines with different subject matters. Now read your script and start to fill in the visuals on the left. What will enhance the story here? A-roll of me talking or b-roll of me doing the step? Or perhaps I tell a joke and need a meme or gif to enhance my point? What will visually set this piece off?

### STEP 3: PRODUCE YOUR STORY

**OPTIONS:** Choose one

1. **Video 2:00 – 5 Minutes long**
2. **Written Assignment – script & storyboard**

**Prompt:** Show & Tell us how-to complete a skill in 2:00 - 5 minutes.

**Requirements:**

- 5 B-roll Shots (shot by you or third-party sources)
- Opening Title Sequence
- 1 A-roll shot (shot of you)
- At least 2 minutes of Voice-over (can be your A-roll)
- Proper Composition and steady camera work when possible.

**Format:** Two-column Script

## SUBMISSION:

- Submitted through the assignments tab or on Microsoft Streams

**ESTIMATED TIME TO COMPLETE:** 45-60 minutes

## STYLE GUIDELINES:

- Look at the Video Diary Guide Handout for how to set up your phone, find a good background, and get good lighting and audio.
- **Your A-Roll** is just a straight to camera recording that can be 2-5 minutes.
  - This will serve as your audio/voice-over make sure it runs the length of your review.
  - Note\*\*\*\* you can use all b-roll as long as you have the voice-over and introduce yourself in the opening “scene.”
- **I prefer horizontal video.** Make sure to compose your shots a little wider for potential cropping to fit different format specs.
- Always start with an **introduction**, and let the audience know who you are. Speak with the audience in a direct, honest way -- this should feel like your own social media or YouTube vlog (without any rude, racy or sexual language).
- Besides talking to the camera, you can **SHOW US** use clips of what you are doing.
  - You can also use gifs, memes, emojis, photos, etc. To reinforce a moment or point.
- Prop up your phone to make it steady and make sure there is no distracting noise in the background. Try your best to get clean sound if you are speaking in a noisy place. End with a goodbye and thank everyone for following along.

**\*\*Remember, a good story has a beginning, middle, and end. Before you begin, think about what you want to say and show your audience.\*\***

