



Checklist: Preparation for Video Editing

ORGANIZE YOUR VIDEO AND AUDIO ELEMENTS FOR THE EDITOR

- Create Folders for Video Footage, Audio and Graphics
- Include high resolution logo files (in Graphics folder)
- Provide Style Guide or other logo usage instructions
- Provide Fonts if needed
- Select music in advance from our library or yours
- Provide list of interviewees' Names and Titles
- Provide scripts, outlines or other instructions

BEST PRACTICES FOR SHOOTING YOUR VIDEOS

- Shoot your video with Editing in mind
- For Audio recorded separately, provide a "clap" for sync
- Take a deep breath and SMILE, PAUSE before speaking
- Provide adequate lighting for your subject
- Try to shoot in a quiet place without distractions
- Avoid wearing white or very tight patterns. Colors pop!
- Have fun! Enthusiasm and friendliness are contagious.