

## Notes on making a Promotional Video

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Bart Weiss [bart@videofest.org](mailto:bart@videofest.org)

What is the video for?

- Pick one primary goal if you try to do too much you might fail.
- You can shoot material for one project then re use it on another
- If you are doing Kickstarter do a few

Working with producers

- Know their strengths and weakness
- Know how much you can spend
  - 1/3 on signing 1/3 on approval of script 1/3 delivery
- You can get things for free if you ask (film schools)
- Don't be afraid to ask questions about the process
- Discuss their roll and your role, and who signs off from each side and when**

What archival material do you own that could be good for the project

How will it be seen? What do you need to master on?

- Dvd/blu ray
- Youtube/vimeo
- Off hard drive

What room will it be seen in? projection? acoustics?

Is it meant to intro a speaker or be a stand alone?

Branding

- The video should reflect the attitude of your org as well as its message.
  - Cool? Funny? Slick?
- What is your message how is it coming across?
- Also know your audience

How are you hitting that message

- Testimonials / documentation, stories

Font and music selection

- What are you saying with your font and music choice
  - Like music, fonts say alot about how you are
    - You can never recover from bad music disease
  - Is your video starting to look like a used car commercial?
  - First rule, fonts must be readable
    - Not too thin or decretive
    - If behind picture always use drop shadow
  - Use text to reinforce not tell your story, pictures tell the story

Do not go on too long

- Better to have them wanting more that to turn it off too soon

Start strong-end strong-

- End should reflect your main goal, call to action

## Program needs analysis

The PNA should include:

1. statement of purpose  
stated as a problem  
clearly defined  
list, state , not know , understand
2. background, why ?? how ?  
History of other programs about this issue
3. Thorough analysis of the audience  
demographics  
feelings about the problem  
what is really !  
what they know and feel about the project  
language, tastes, style music graphics
4. A group a specific quantifiable objectives for the program  
stated in a way that can be tested by the specific aud.
5. How the program will be used  
one screening  
Web  
will what support  
Live intro  
Follow up discussion  
How many in room?
6. Benefits /problems with producing the program
7. Basic info  
names of content expert , deadline title
8. Length  
why that length
9. Is this do-able in:  
the time frame  
is it too complex?/
10. Will the subject mater be dated/ will it be good next year