



How to Create an Effective Government Video Series

Shooting Video (Production) Checklist

- Check out equipment
- Scout the area
 - Acquire footage in areas where there is a lot of activity.
 - Spend 10 minutes watching before shooting, so you have a better idea of what to capture.
- Check the set - Remove anything distracting or noisy from the filming area
- Prep the interviewees
 - Remind people to act as if the camera isn't there. You want to capture normal activity. Nothing should be staged.
- Film B-roll (recommended)
 - Pick about 5 "events" you want to capture. For example, in a lab, events might be:
 - Getting ready for the day (washing hands, donning a lab coat)
 - Looking at specimens through a microscope
 - Using a centrifuge or other pieces of lab equipment
 - Discussing data with colleagues
 - Giving a lecture/presentation to students
 - For each event, take 5 shots (10 seconds per shot):
 - Hands
 - Face
 - Hands + face (wide shot)
 - Over the shoulder
 - Side
 - Fill the frame. Make sure you get close to your subjects when you shoot. The resulting footage will look much better.
- Film your subject

See our complete guide to video content at howto.gov/social-media/video