Video on a shoe string

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Multiple-source, on-location footage at no cost

1. Skype
2. Public domain footage
3. Footage from other videos, used with permission
4. Footage supplied by others
5. Footage licensed under Creative Commons (CC)

Video on a shoe string
Skype

Video on a shoe string
Public domain footage

Video on a shoe string
Footage from other videos

Video on a shoe string
Footage supplied by others

Video on a shoe string
Footage under CC licensing

*Note: Identifiable people in a CC-licensed image still have privacy rights, sometimes known as personality rights, so choose images without people or people who are unidentifiable.
Poll question 1

Are you producing video now or are you planning to soon? If so, what is the annual budget range of your video operations?

A. $0 to $999
B. $1,000 to $4,999
C. $5,000 to $9,999
D. $10,000 and up

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Equipment walk-through
$500 to $10,000: it’s your choice

Video on a shoe string
Sony DV Cam: $700-$7,500 +

> Replacing with HD digital, eliminating tape

Video on a shoe string
$300-$600

Video on a shoe string
Manfrotto $900

> Don’t get still camera tripod
> Heavy duty
> Light duty for travel

Video on a shoe string
$40

Video on a shoe string
Sony Lavalier

$500

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Poll question 2

If you’re producing video now, are you using any of the following sources to get video footage from outside your area without having to travel?

A. Video in the public domain
B. Skype
C. Video supplied by others at your request
D. Video extracted from other videos with permission
E. Video from others made available under Creative Commons licensing
$300

Video on a shoe string
Prompter People

$1,700

> Only get “beam splitter” style

Video on a shoe string
$500

Video on a shoe string
MacBook Pro $1,300-2,000

> Laptop = mobile production

Video on a shoe string
Final Cut Express or Pro    $80-175

> Final Cut X= jury’s out
> Compatibility problem?

Video on a shoe string
Free with MacBook Pro
(or free to download)

Video on a shoe string
SnapzProX    $70

> Best investment I ever made

Video on a shoe string
Dropbox  Free or $10 month

Video on a shoe string
Music Bakery  $35+ per piece

> Unlimited use

Video on a shoe string
Free jingles with iMovie

Video on a shoe string
Brightcove  $99-$500 month

- Swap out videos
- Total thumbnail flexibility
- No forced ads
- Closed platform
- Flash problems

Video on a shoe string
Free

< Swapping out videos an issue

Video on a shoe string
WD My Passport hard drive  $80-130

> Video consumes a LOT of memory

Video on a shoe string
Total: $10,000

or $1,000

It’s your choice!

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Poll question 3

Would a series of six highly detailed webinars, each on different aspect of video production, be valuable enough to you that you would pay for them? If so, and assuming the information is mostly helpful, what is a reasonable education expense for your company?

A. Under $100  
B. Up to $250  
C. $500 and up
Resources

Final Cut Pro: Basic Editing
http://youtu.be/qDMWew537Ks

Basic Final Cut Express Tutorial
http://youtu.be/gCGGEQsbtPE

Final Cut Pro X: Awesome or Terrible?
http://youtu.be/-JBZXQV7hTI

Introduction to Adobe Premier
http://youtu.be/kTJYwQhbKpA

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