1.1 Making a video

‘In-house vs Production company’

When approaching a production look into these four elements

1. Audience
2. Intention of the video
3. Where will the video be placed
4. How long would you like the video to last

This will determine whether you should either produce the video in house or use an external production company. (See 2.1). A video that will sit high up on your web page and is likely to gain many hits should be produced professionally. Whereas videos that are for internal use or a smaller audience can be made in house.

1.2 How to film an interview in-house

To produce an interview in-house, you need to think of camera, lighting and sound. These are the three most important elements to consider in the production process. With a good camera, a decent tripod and good sound equipment you can produce a very good interview at a low cost.

Basic set up:

- DSLR – Canon 5D
- Zoom H4N sound recorder
- Manfrotto TriPod

The next thing to think about is a suitable subject and a space to film. Natural light is always best if you are not a professional camera man. Here is a good example of good lighting and positioning of an interviewee.
I have included a list of questions we often use for programme overviews for students and staff at UCL.

1.3 Questionnaire Guide  Program Overview

**Student Interview**

We like to keep students relaxed and comfortable while undertaking interviews, this way we ensure honest and unrehearsed responses. Here are a selection of questions we usually ask participants. Please note that often questions will be reworded however this offers a general guide to brief a student before the filming begins.

Please introduce yourself, your position and what you study here at UCL?

What inspired you to do this programme? *Try to get them to give a heart felt answer, such as wanting to help people and create a better future*

What have you enjoyed most about your experience here? *Particular aspects of the study experience, explaining resources, teachers, location and general learning environment, you can repeat this question to include aspects outside the programme.*

What are your plans after you have completed this programme? *What are their aspirations, an answer like ‘further study’ is not what we’re looking for, more specific answers into the area of study and work so the audience can relate to the student.*

Why is it important for someone to study this programme now? *Try to relate the programme to real world events that make the programme important in today’s society. Get to the core of the importance of the programme.*
What advice can you give to someone starting out in this area?

Explain what a student can expect to learn on this course? *Try to get a brief overview of the study experience, time in lectures and research, special events, away days and activities that make the programme different.*

Further to this you will need to adapt questions to suit the aim of the video. For example if employability is your main focus then you will want to centre many of the questions on this.

**Staff/Lecturer Interview**

Staff members should be shot in relevant locations to their line work, a variety of locations for each interviewee is recommended. Offices can be a little bland. A more formal approach can be applied to these interviews but remaining comfortable and spontaneous is still a benefit.

Please introduce yourself, your position here at UCL?

Please can you introduce the programme and its function?

Why is it important for someone to study this programme now? *Try to relate the programme to real world events that make the programme important in today’s society. Get to the core of the importance of the programme.*
What makes this Institution/Department/Division so special? Relate to resources, groundbreaking research in the specific area, excellence of staff etc.

How will students benefit from studying at UCL

How can a student apply for this programme? Call to action - Website, open days etc.

Explain what a student can expect to learn on this course? Try to get a brief overview of the study experience, time in lectures and research, special events, away days and activities which make the programme different.

As mentioned for the student interviews, you will need to adapt questions to suit the required aim and messaging of the video. For example if employability is your main focus then you will want to centre many of the questions on this.

1.4 Editing

Editing is the final part of the production process, there are many easy to use software available at a low cost. IMovie (free with Apple computers) FCPX, a more advanced version and now many people are using Adobe Premiere as their editing tool of choice. The easiest way to edit is to undertake a short course or go online. There are a wealth of editing tutorials free online. My main advice for editors are to keep edits simple, don’t let the music drown out the voice of the subject and export videos in a suitable format, for use on YouTube and other social media. EG MPEG4, .MOV
2.1 External suppliers

We have been using many production companies at UCL however here are the preferred suppliers.

**Focusedu** - Low cost, creative and flexible filmmakers, cameramen and sound technicians.

Contact: andrew@focus-edu.co.uk
Website: [http://focus-edu.co.uk/](http://focus-edu.co.uk/)

**Klein and Sons** – more expensive but very professional and have worked on many programme overviews for UCL Arts and Humanities.

Website: [http://www.kleinandsons.tv/](http://www.kleinandsons.tv/)

For more information please contact the multimedia manager within PAMS.