

What Makes a good video

My name is Dominick Porras. I am a media journalist and digital artist for the past 15 years. I am also one of the co-founder of Sol Collective where I also co-developed Sol Life Media, and also worked as a Creative Producer for On Native Ground an Indigenous media agency.

I have had the opportunity to work with the City of Sacramento over the past few years assisting in documenting and creating content for city sponsored events and artist profiles.

In my experience being a media journalist / content creator I have been able to expand my palette in what defines and makes a good video. Video production can be a one person driven machine and there is always room for innovation. What I can immediately share is a video recipe designed for individuals interested in applying practical filmmaking skills to creative media projects to enhance presentations and online presence.

Video Components (Recipe)

- Narration (VO) / script - Message / Concept
- Visuals / Media - Evidence / Product
- Audio / Ambience noise - Texture /Experience
- + references /credits

Narration - Developing a script for a voice over can help navigate video projects and deliver a dynamic story. Video Scripts can follow outline formats we commonly use for creating writing works. Think of your narration as a visual thesis within a timed demonstration. Try setting a pace for the time you have dedicated for your project.

“Calls To Action” otherwise known as CTA’s are narratives that can help deliver messages to a larger scale via media platforms.

Visuals / Media - Photos and Images can be applied to storytelling projects, just as film does. Preparing visuals such as artworks for photograph[s] can be a challenge, DSLR cameras offer higher resolution in pictures which can be magnified to show detail. Smart devices have the capability of magnifying but don't quite hold the resolution that a DSLR does, in addition tripods and camera timers are extremely helpful in capturing stills. Wide lenses can often distort your work, try zooming in to avoid camera curvature.

Documented and Interview footage can often be a timely task to sift through, video editing programs feature functions that allow for viewing footage at a faster rate than normal pace, mastering this technique will help increase efficiency in editing. If you have the capability to document or note video time codes where any key phrases or moments you may find relative to your project.

Audio / Ambience noise - Audio is equally important as your visual production when producing your interviews and ambience noise. By collecting ambient noise, this adds a unique sound texture to your project that you can utilize for stylizing sound.

Gathering interviews may be a challenge when surrounded by loud ambient noise, try to isolate yourself from the crowd to obtain a great level of audio with your camera mic. If unable to isolate background noise, place your camera's mic closer to the subject's mouth to obtain a voice over. An iPhone is ideal in this situation where the iPhone becomes the audio recording device along with a microphone or lavalier.

Duration / Timing - Social Media and Streaming Platforms offer various durations for content. Posts, Stories, and Reels each offer unique advantages for visibility in social media, while streaming platforms offer incentives for selecting their services. Adding hashtags, metadata and well researched SEO offer visibility beyond a defaulted post or upload.

Settings and Lighting

Window Light is a costless way to convey a naturally lit scene allowing for maximum comfort while interviewing subjects. [Reflectors](#) are an inexpensive way to increase lighting within your setting.

LED lights versus Halogen light.

Standard LED lights tend to give off a cold tone that usually emits cooler light rays like blues Halogen or Incandescent lights tend to give off a warmer tone with yellow.

Between sunlight and shadow light, there is less chance of photos having a tone.

DSLR cameras have a setting called the white balance, typically they have an indicator to what type of light you are in photographing or videotaping in.

Examples to review

[Kenneth Ranin Foundation](#)

[Sol Collective](#)

[Nisha K Sethi](#)

[Sol Collective Info Grant](#)

iPhone technology has everything from recording video, audio including editing.

Invest in video, audio and editing [hardware](#) and apps to help optimize performance.

Additional hardware like tripods, reflectors, lighting and stands can increase production

If you happen to google what makes a good video content, Google also suggest the following.

People also ask :

How do you make good video content? ^

Tips to create video content

1. Be a storyteller. ...
2. Mobile-friendly. ...
3. Tailor your video to each social media platform. ...
4. Work on an interesting title and thumbnail. ...
5. Engage the viewer in the first few seconds. ...
6. Don't forget the CTAs. ...
7. Be informative. ...
8. Choose your production quality wisely.

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