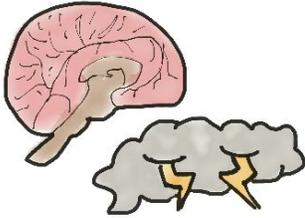


VIDEO KILLED THE LIBRARY STAR

Smartphone/Tablet Video Guidelines

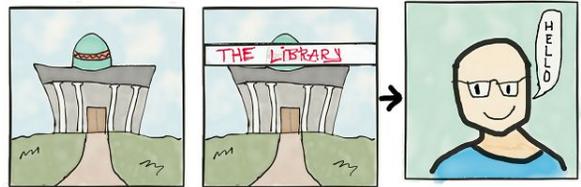
Step 1: **Brainstorm the Idea for Your Video**



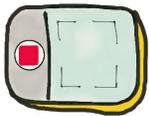
You don't need to make the next Hollywood hit, but bring some creativity and fun to your audience. Keep it simple! Your audience will prefer several short and sweet videos rather than one long one. Approximately 90 seconds is ideal, or about 150-200 words worth of script.

Step 2: **Write a Script and/or Make a Storyboard**

This might seem like it belongs in Step 1, but we wanted to reiterate that this is an important step. Do not skip planning your video to save time...you will most likely be doing the exact opposite!



Step 3: **Shoot your video!**

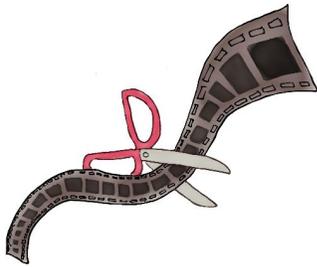


While there are many alternatives out there, simply using the standard photo/video app on your device will work fine. A few recommendations:

- Sound quality on most smartphones/tablets is not great. Getting a cheap mic is a simple way to improve sound. Searching for “iPhone microphone” (or what-have-you) on Amazon will yield some affordable results at about \$15-20.
- Leave “dead air” at the beginning and end of each clip you shoot. You can (and should) trim down the clip later.

- Make sure you shoot your video in landscape orientation. Portrait orientation will give you black bars along the right and left sides when you upload to YouTube.
- Though YouTube offers a solution to fix shaky videos, find a friend to be your cameraperson or find a stable place to set your device during recording. This allows you to focus on your lines instead of worrying about keeping a steady hand.

Step 4: **Edit**



There are several editing options to choose from, depending on how much time and money you want to spend on this part of the process. Videos can be exported to platforms such as Camtasia. However, you can do some simple editing, like cutting, splicing, and inserting titles, within YouTube itself.

Step 5: **Be Accessible**

Don't rely on YouTube's automatic subtitles, unless you want your name to come out as A Man Damn Ills, Gin Knee More Anne, or Trend Bray Germ.



Step 6: **Have fun!**



Videos are a great way to show your personality, so have fun with them!
Any questions about how to have fun, or about making videos?

Just ask us!

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