

# Artistic Options



Video  
GUIDE



## How to Make Your Own Promo Video

Follow this step-by-step guide to begin making your own successful promo videos.

### Define your audience.

Consider the age, as well as social and economic factors when making your video. The look and feel of a video for a 12 year old student won't be the same for a video catering to a business investor.

### Develop a concept.

How do you want your audience to respond? It is important that your concept is clear. Decide whether you want the viewer to provide information, buy your product or service, or change their opinion on a topic. What is your message?

### Determine the form.

You can choose to have video that functions like a slide show

of pictures accompanied by narration. Or there can be a person speaking in front of the camera giving an interview or testimonial.

### Develop the script and storyboard.

A narrated video usually has a script. Having a written script helps determine what images or other graphics will be shown in the video.

A testimonial or interview however, will require prepared questions or an outline to keep things flowing smoothly. Here is where a storyboard is helpful because it helps match up images, graphics and other video clips to what is being said.

### Shoot your video footage and record the narration.

All that is left is shooting the video.

If your chosen form is an interview or testimonial, remember to get signed releases from everyone that is in your video.

If you have separate narration for your video you can record it separately using a microphone and recording software on your computer. I prefer to use software like Camtasia for many of my video lessons.

### Publishing

Publishing your video can be done using presets within the video software of your choice. Or if you are uploading video to YouTube you can always refer to the requirements that are posted on those sites. Currently, the best settings include 16:9 aspect ratio (1280x720).



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