QUICK AND EASY HACKS FOR CREATING HIGH QUALITY VIDEO

MARK LASSOFF

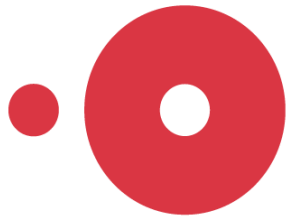
PUNK LEARNING

MARK@LEARNTOPROGRAM.TV

PUNK learning.com

Mark Lassoff

mark@learntoprogram.tv



OpenTable®

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BONUSES

HTTPS://GOO.GL/AXBZSS

PREPRODUCTION

- Married, two kids
- Worked in a large hospital system in CA after nursing school

- "I would love to be seen as more of a 'go-to' leader within the larger organization."

related to regulation and compliance
- Has to be "on call" for scheduling and staffing issues at any hour of the day

Her **VALUES AND GOALS**:

- Son is a junior in high school and her daughter will be a freshman next year; family prioritizing their finances to pay for college
- Prides herself on staying on top of emails and being responsive to all levels of her organization and team
- Strong advocate for work-life balance in the office but often works several hours in the evening except for Friday and Saturday
- Attends church regularly
- Encourages her staff to grow professionally

Her main **INFO SOURCES** and **WATERING HOLES**:

- SCCM enewsletter
- ICU Director magazine
- Office hours in departments
- Hospital cafeteria
- After work socialization with department staff on a monthly basis
- Informal chats with former colleagues in CA hospital system
- IHI Quality Innovators LinkedIn group. Hasn't posted yet; looks through ICU-relevant posts.
- Member of AACN

Diane Director, BSN, MHA

DEFINE YOUR AUDIENCE

INT. WOMEN'S CLOTHING STORE - DAY

A funky 70s disco track kicks in as the three girls look around the busy store. Tasha holds up a sequined number in front of Sarah but Ellie shakes her head.

Sarah still seems flummoxed but is clearly enjoying herself. Tasha pulls out a blue silky dress, holds it in front of Sarah - this time Ellie's face lights up.

ELLIE
Perfect.

SARAH
I can't afford that!

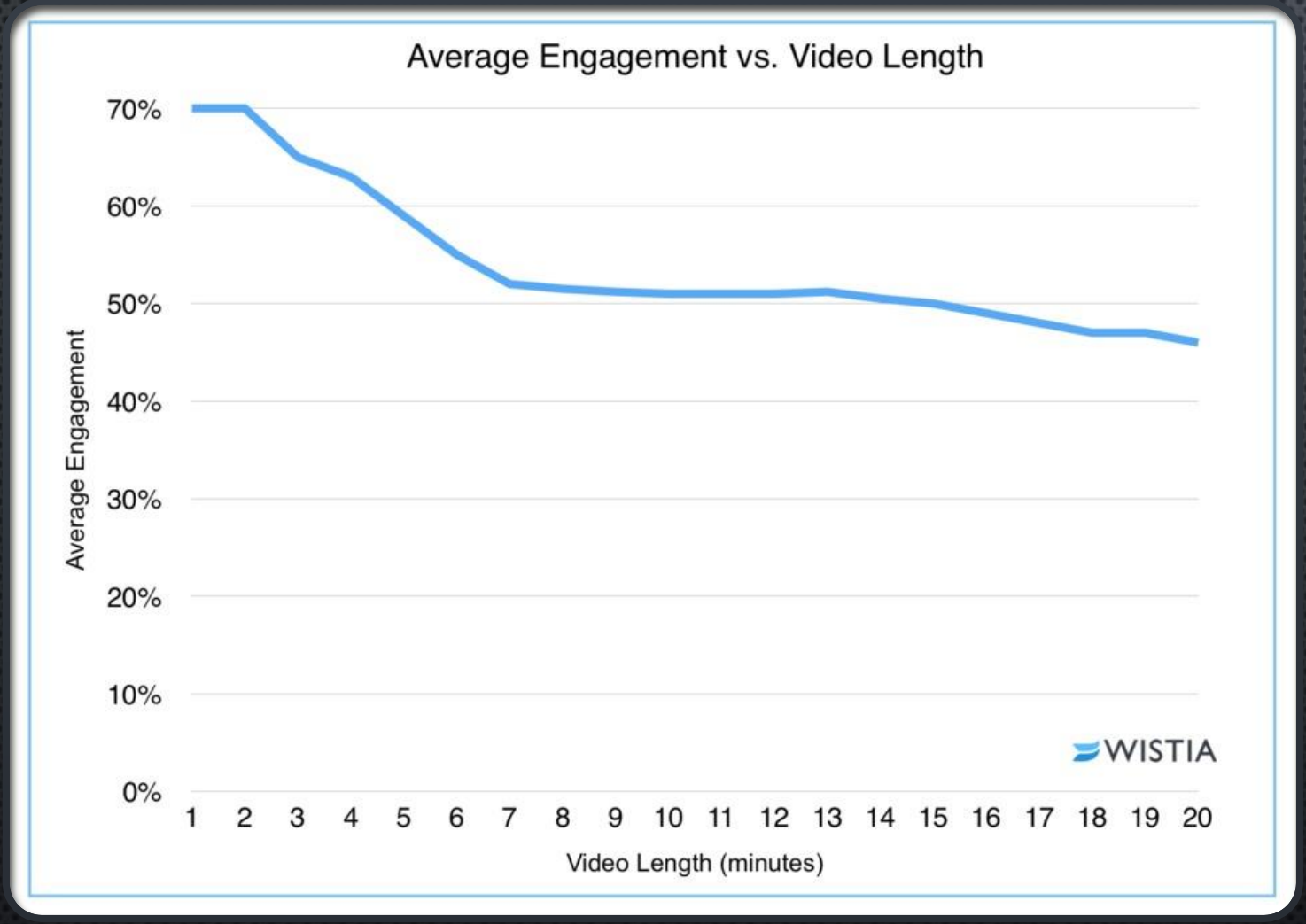
Tasha just smiles and slips a larger size of the same dress over the smaller size, keeping only one of the hangers.

WRITE AND REVISE YOUR SCRIPT

INCLUDE GREETINGS AND SIGNOFFS

Attention Span Statistics	Data
The average attention span in 2015	8.25 seconds
The average attention span in 2000	12 seconds
The average attention span of a gold fish	9 seconds
Percent of teens who forget major details of close friends and relatives	25 %
Percent of people who forget their own birthdays from time to time	7 %
Average number of times per hour an office worker checks their email inbox	30
Average length watched of a single internet video	2.7 minutes

GET TO THE POINT WITHIN 8 SECONDS

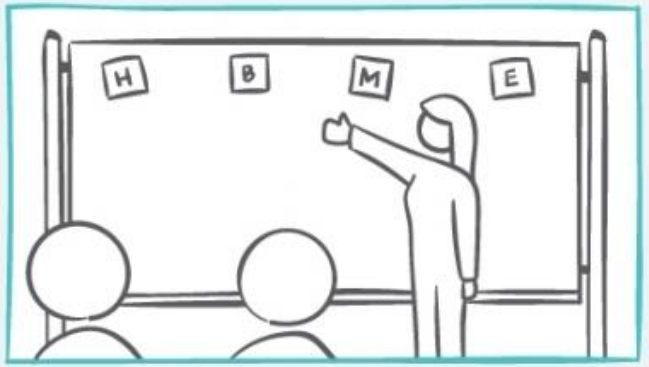


TARGET AN IDEAL VIDEO LENGTH

1.

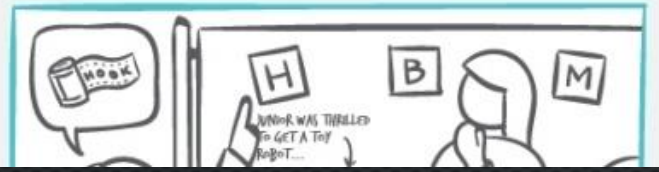
A COMPELLING PRESENTATION. THEIR TOPIC IS IMPROVING THE CUSTOMER EXPERIENCE.

2.



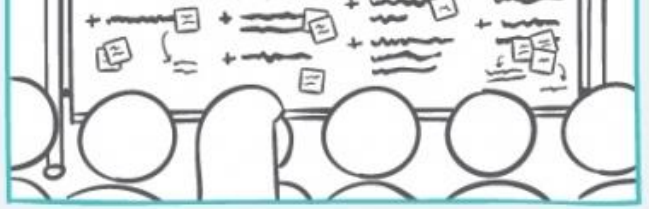
JANET AND HER TEAM KNOW A THE BEST PRESENTATIONS TELL A STORY. AND A STORY HAS FOUR KEY ELEMENTS: THE HOOK, BEGINNING, MIDDLE, AND END.

3.



FRED, A MOVIE BUFF, REMINDS THEM THAT THE HOOK, LIKE A

4.



FEEDBACK ON THEIR STORY FROM PEOPLE OUTSIDE THEIR TEAM.

5.

THEIR STORYLINE IS SOLIDFIED. NOW THEY'LL ADD SKETCHES. JUST ONE THING...JANET'S TEAM IS ALL ENGINEERS NOT ARTISTS. NO PROBLEM. THEY PRACTICE DRAWING SIMPLE ICONS (THINK PICTIONARY NOT PICASSO).

NOW IT'S TIME TO REHEARSE THE PRESENTATION. JANET GOES FIRST. THEY CAN POLISH THE VISUALS AND

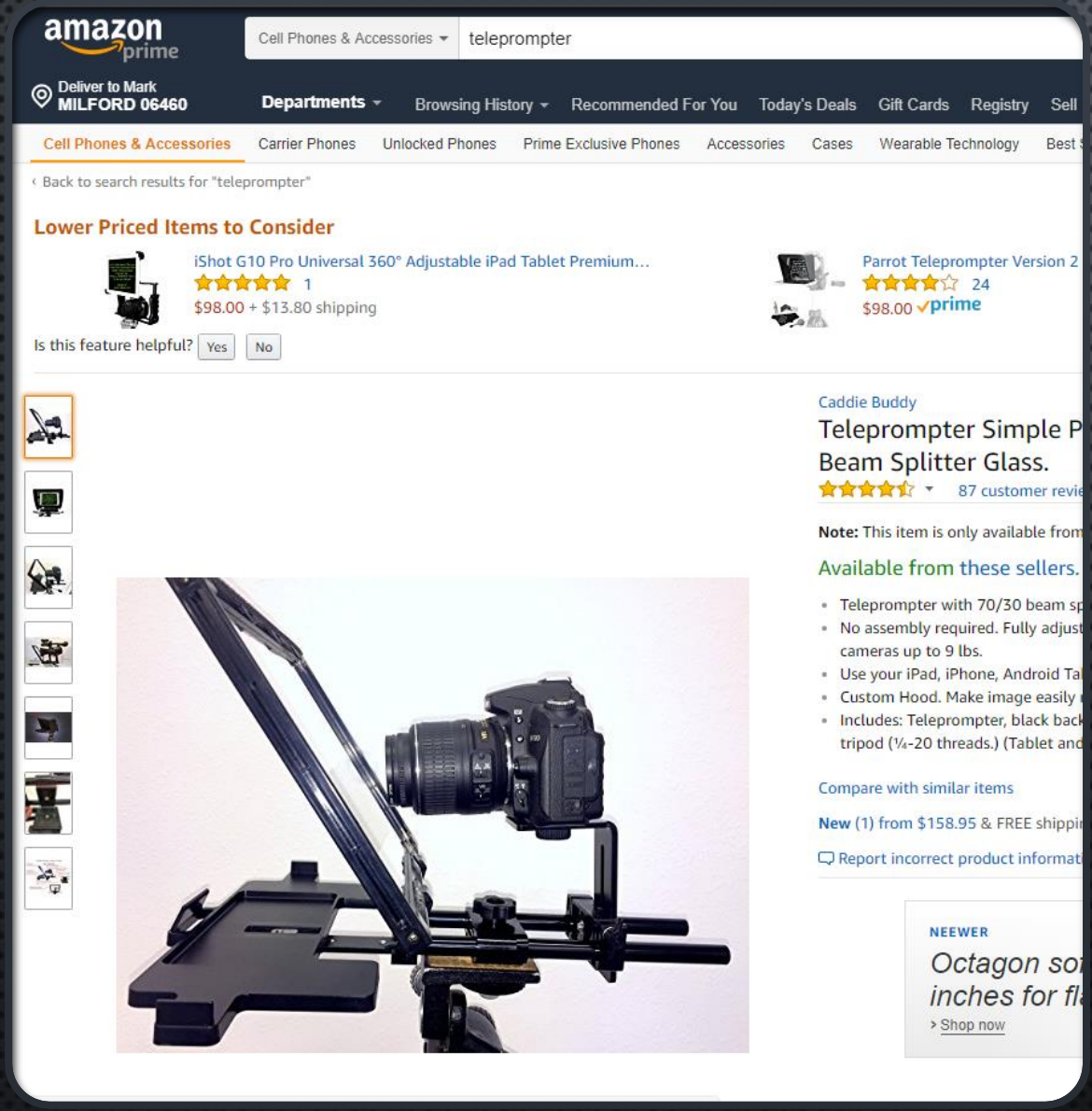
STORYBOARD

CREATE A SHOT LIST

USE VARIABLE DATA TO CREATE YOUR BUMPERS AND SCREEN GRAPHICS

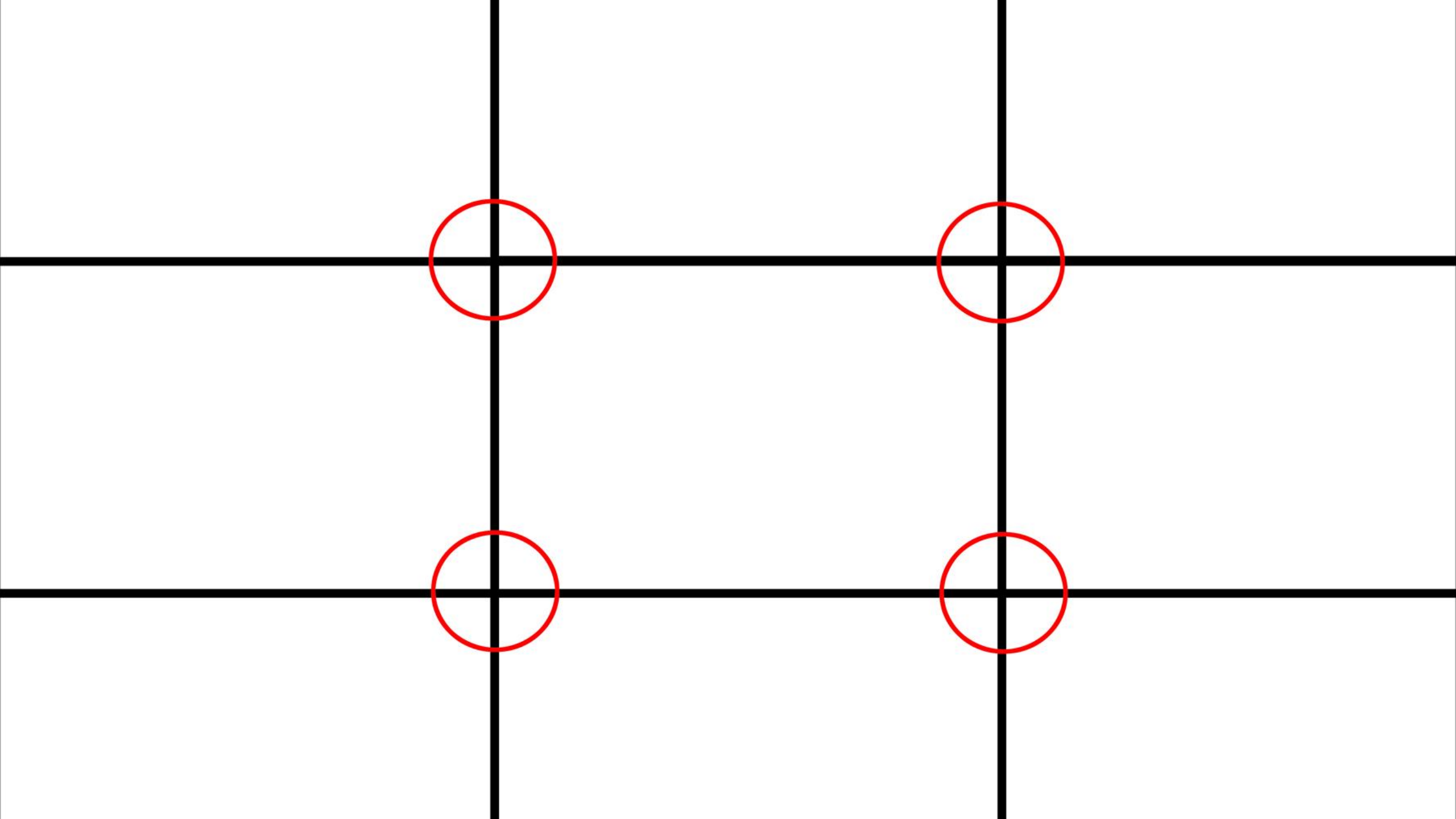
PRODUCTION

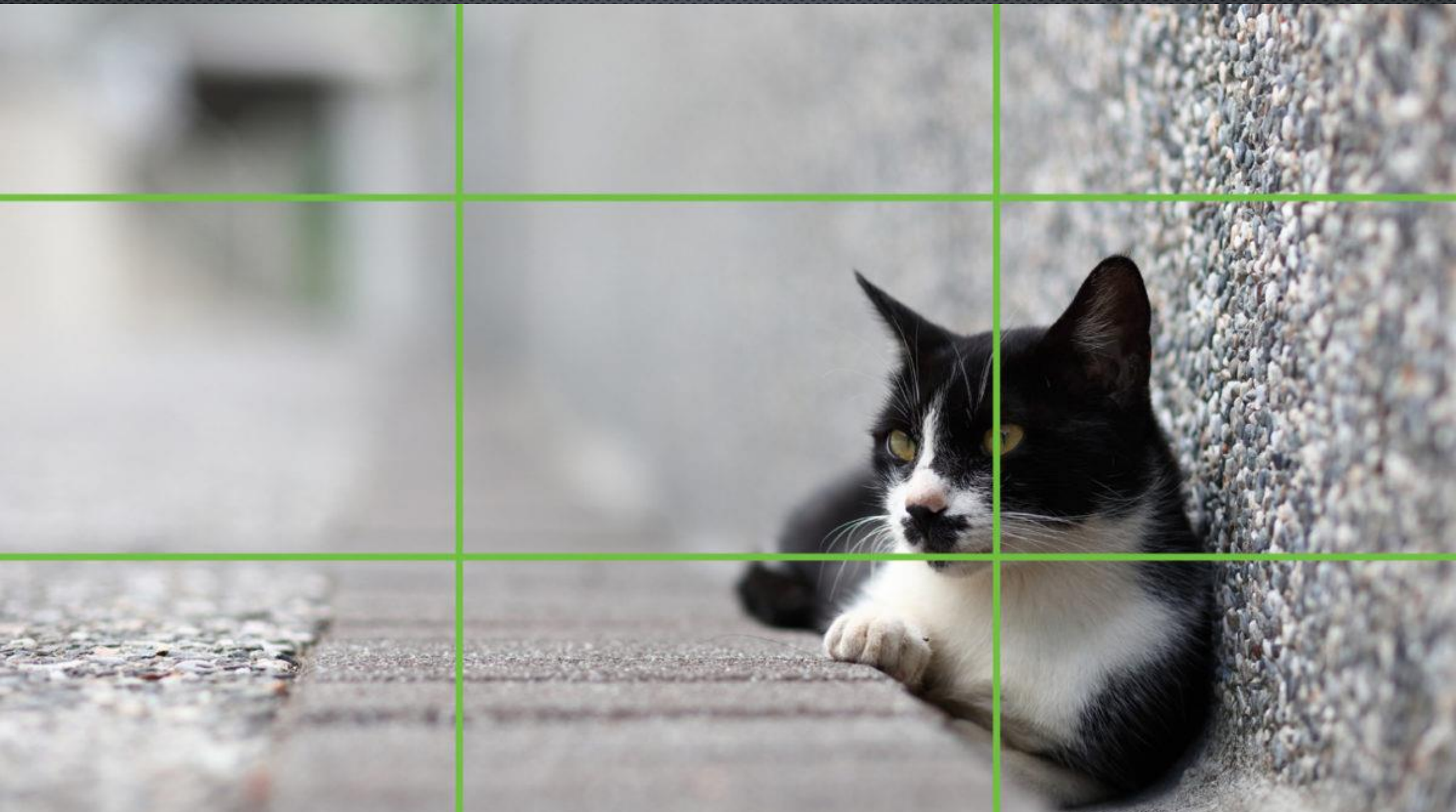
DON'T FORGET TO WHITE BALANCE

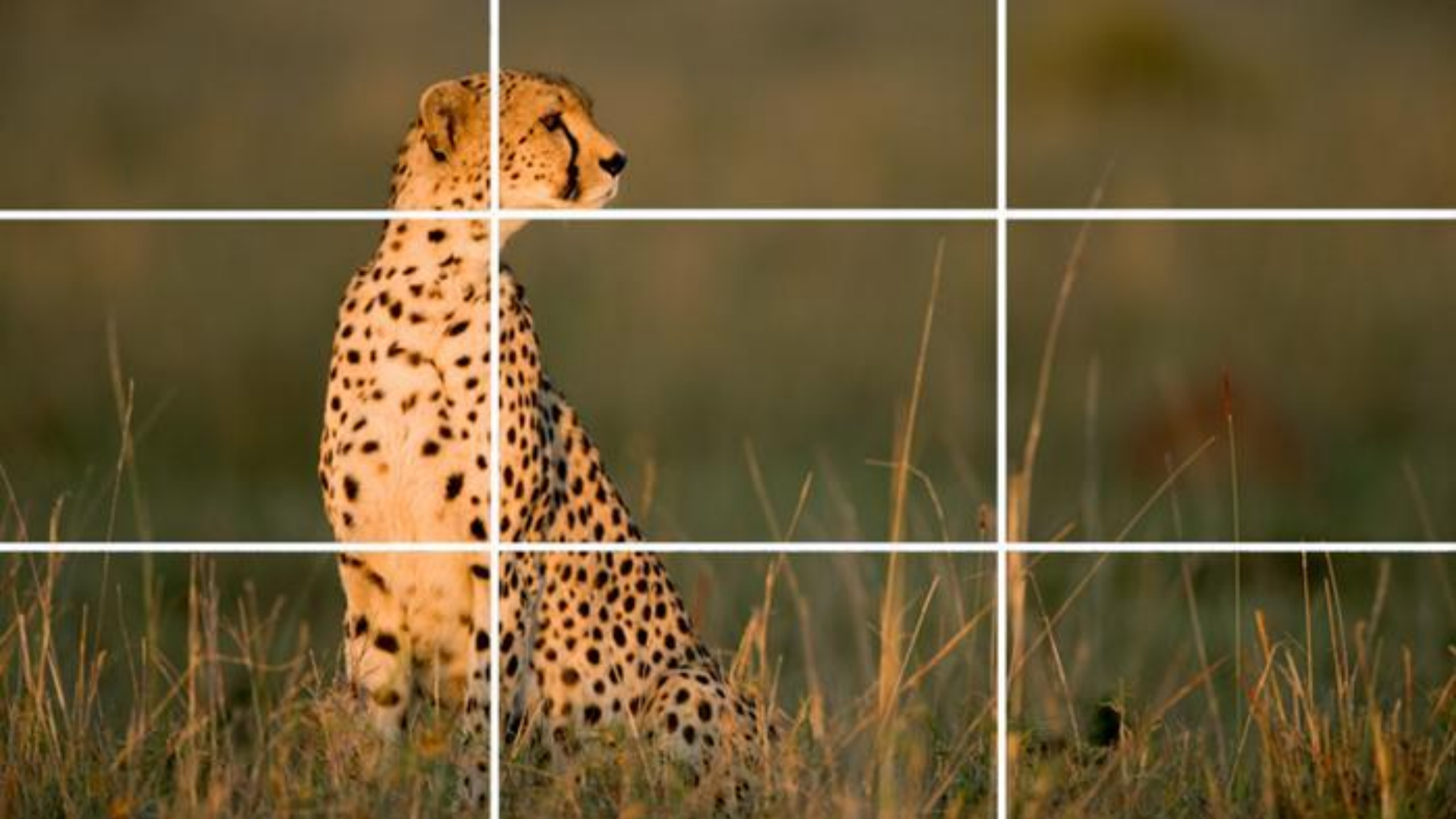


USE A TELEPROMPTER

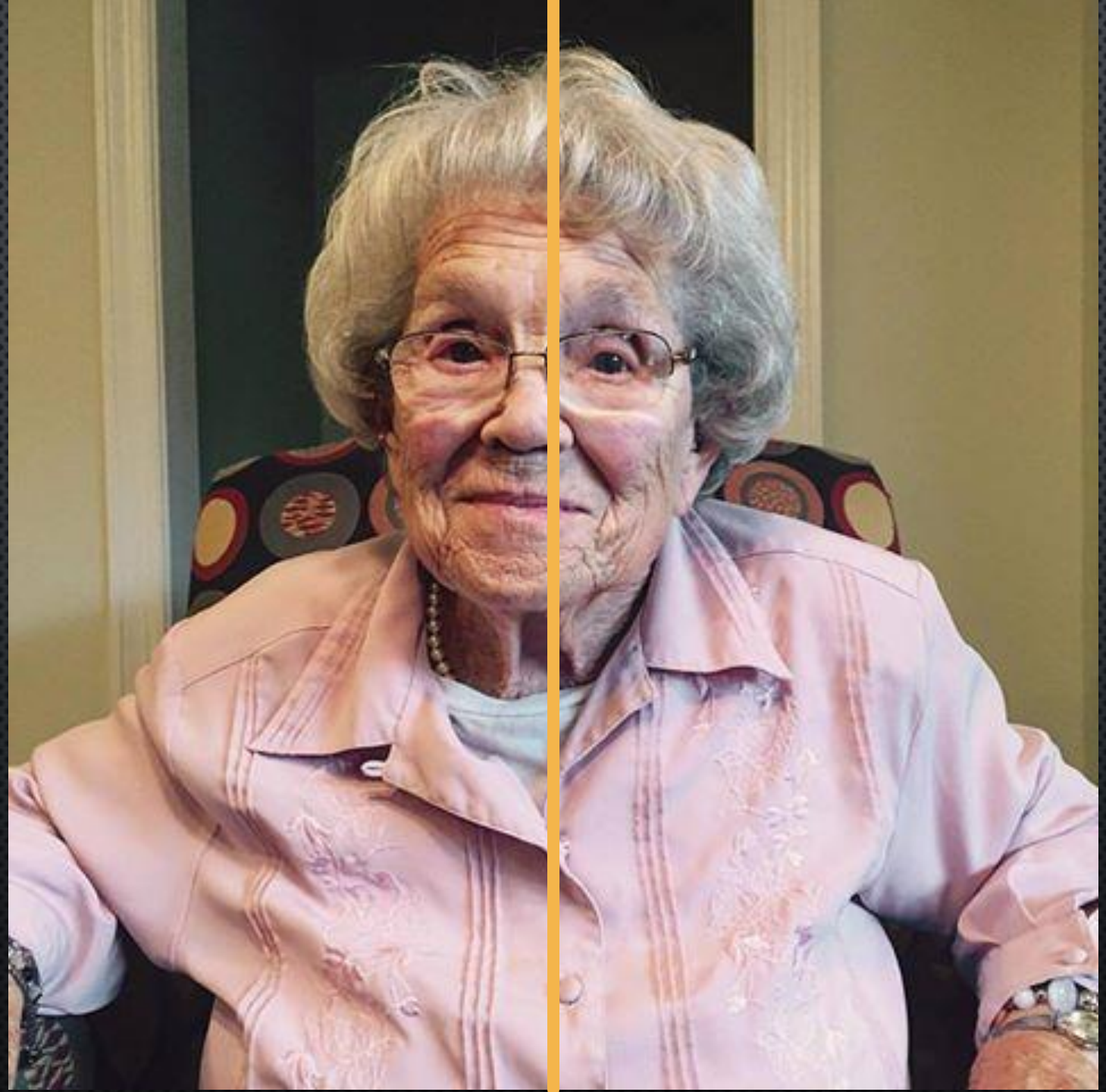
RULE OF THIRDS







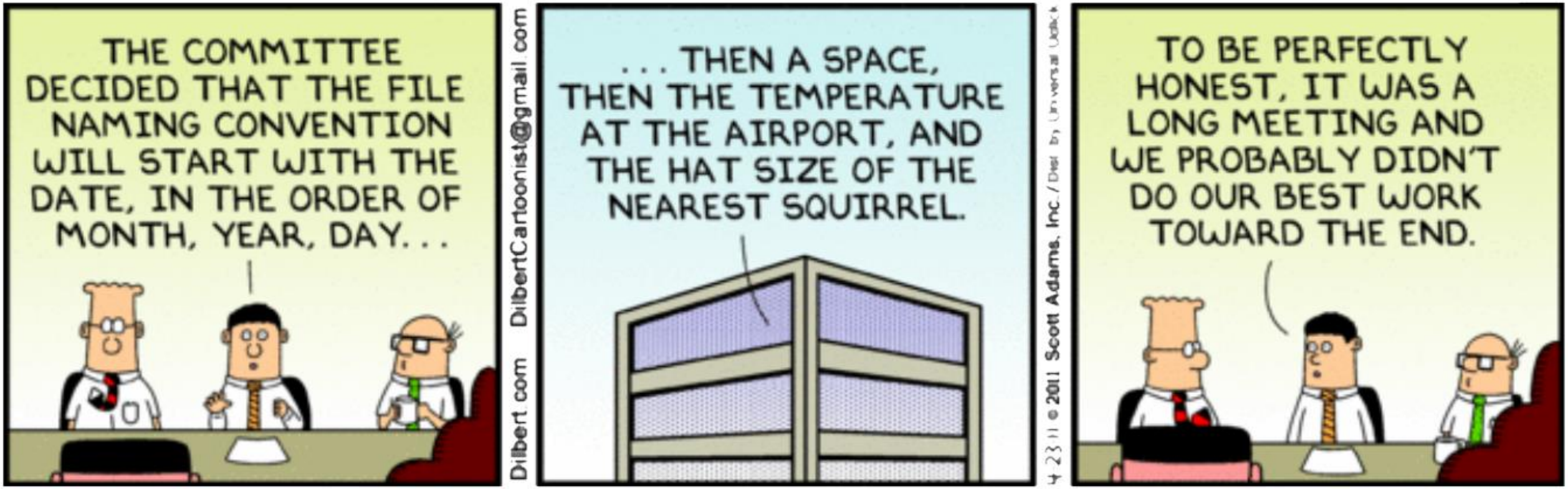
Global
Intelligence
Cola



THREE POINT LIGHTING

SLATE EVERY TAKE

PROD.
TUTS PLUS TUTORIAL
ROLL
01
SCENE
1.4 A/B
TAKE
3
DIRECTOR:
BEN LUCAS
CAMERA:
HENRY LUCAS
DATE:
Day Night Int Ext Mos
Sync
Filter



Naming Conventions

ASSET MANAGEMENT

DSLR
File Edit View Stacks Label Tools Window Help
ESSENTIALS FILMSTRIP METADATA OUTPUT
Desktop > Computer > OS (C:) > Users > Corey > My Pictures > DSLR
Sort by Filename
FAVORITES FOLDERS
Libraries
Computer
Corey
Desktop
My Documents
My Pictures
Drag Favorites Here...
CONTENT
DSC_0034.JPG
DSC_0035.JPG
DSC_0037.JPG
DSC_0038.JPG
DSC_0041.JPG
DSC_0042.JPG
DSC_0043.JPG
DSC_0044.JPG
DSC_0045.JPG
DSC_0046.JPG
DSC_0047.JPG
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PREVIEW
DSC_0058.JPG
METADATA KEYWORDS
Assigned Keywords:
Events 3
Birthday
Graduation
Wedding
People 2
Matthew
Ryan
Places 5
New York
Paris
FILTER COLLECTIONS EXPORT
33 items, 1 hidden, 1 selected - 4.56 MB
GFX Programs
games
9:22 PM
12/13/2012

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ADOBE BRIDGE

POSTPRODUCTION

MAKE YOUR INSTRUCTOR/SME A STAR!

Photoshop File Edit Image Layer Type Select Filter 3D View Window Help

Wed 10:44 AM

Adobe Photoshop CC

Auto-Select: Layer | Show Transform Controls | 3D Mode: | Essentials

PS-timeline-example.psd @ 66.7% (Layer 50, RGB/8) *

66.67% Doc: 2.47M/28.9M

Color | Swatches

R 35
G 35
B 35

Adjustments | Styles

Add an adjustment

Layers | Channels | Paths

Kind | Normal | Opacity: 51% | Lock:

- clouds
- Hero
- Layer 50
- Branding
- Layer 49
- Layer 6
- Layer 2 copy
- Rectangle 1 copy
- Layer 2
- Rectangle 1
- Background

Timeline

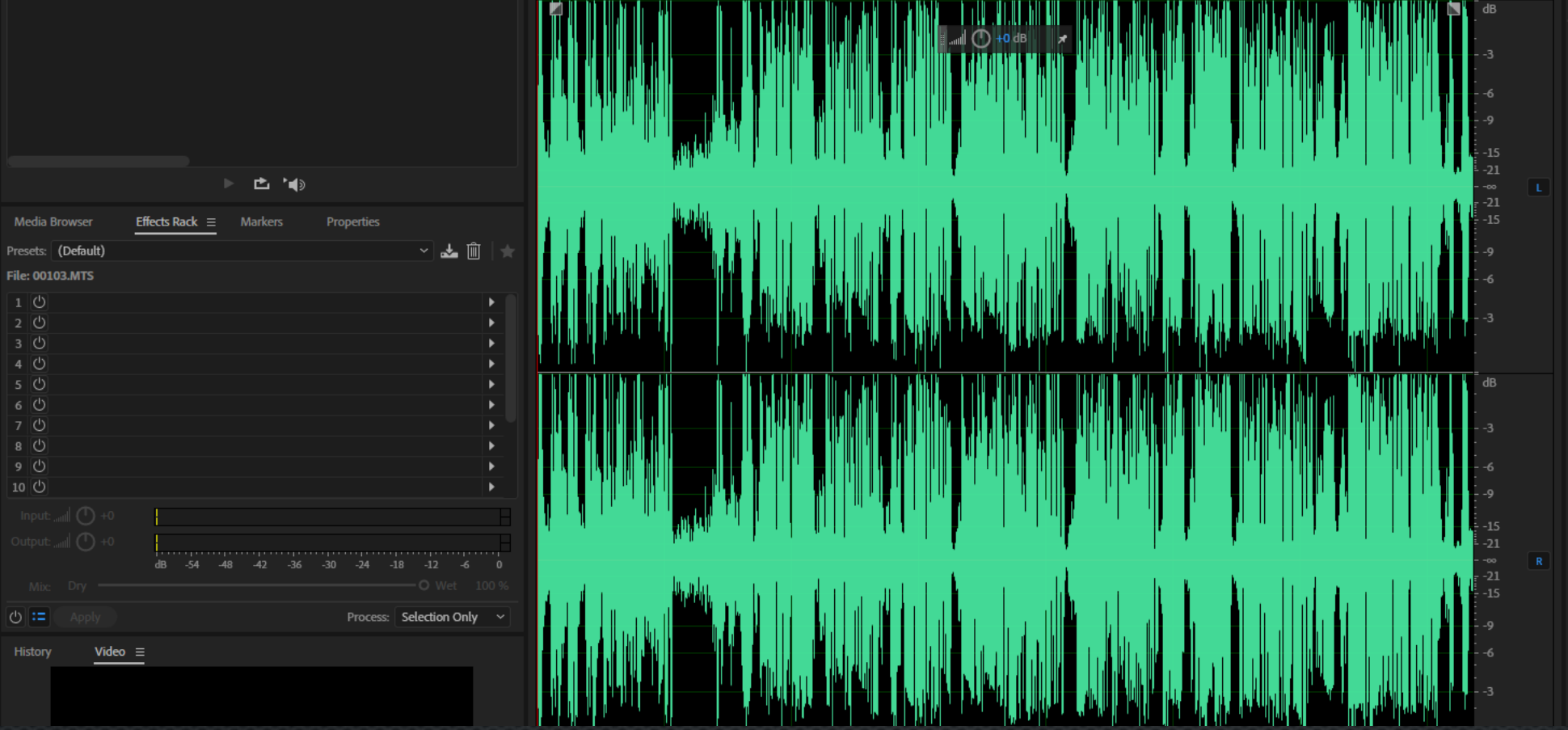
clouds
Position
Opacity
Style
Hero
Opacity
Layer 50
Position
Opacity
Style
Branding
Opacity

0:00:07:00 (30.00 fps)

“HELP ME! I’M TRAPPED IN MY PASSPORT PHOTO!”

“HELP ME! I’M TRAPPED IN 1976 EPISODE OF SNL!”

20f
03:00f
10f
20f
04:00f
10f
20f
05:00f
10f
20f
06:00f
clouds
Position
Opacity
Style
Hero
Opacity
Layer 50
Position
Opacity
Style
Branding
Opacity
0:00:07:00
(30.00 fps)



CORRECTLY PROCESS YOUR AUDIO

BE FRIENDS WITH KEN BURNS

BE EFFICIENT WITH LOWER THIRDS

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BONUSES

HTTPS://GOO.GL/AXBZSS