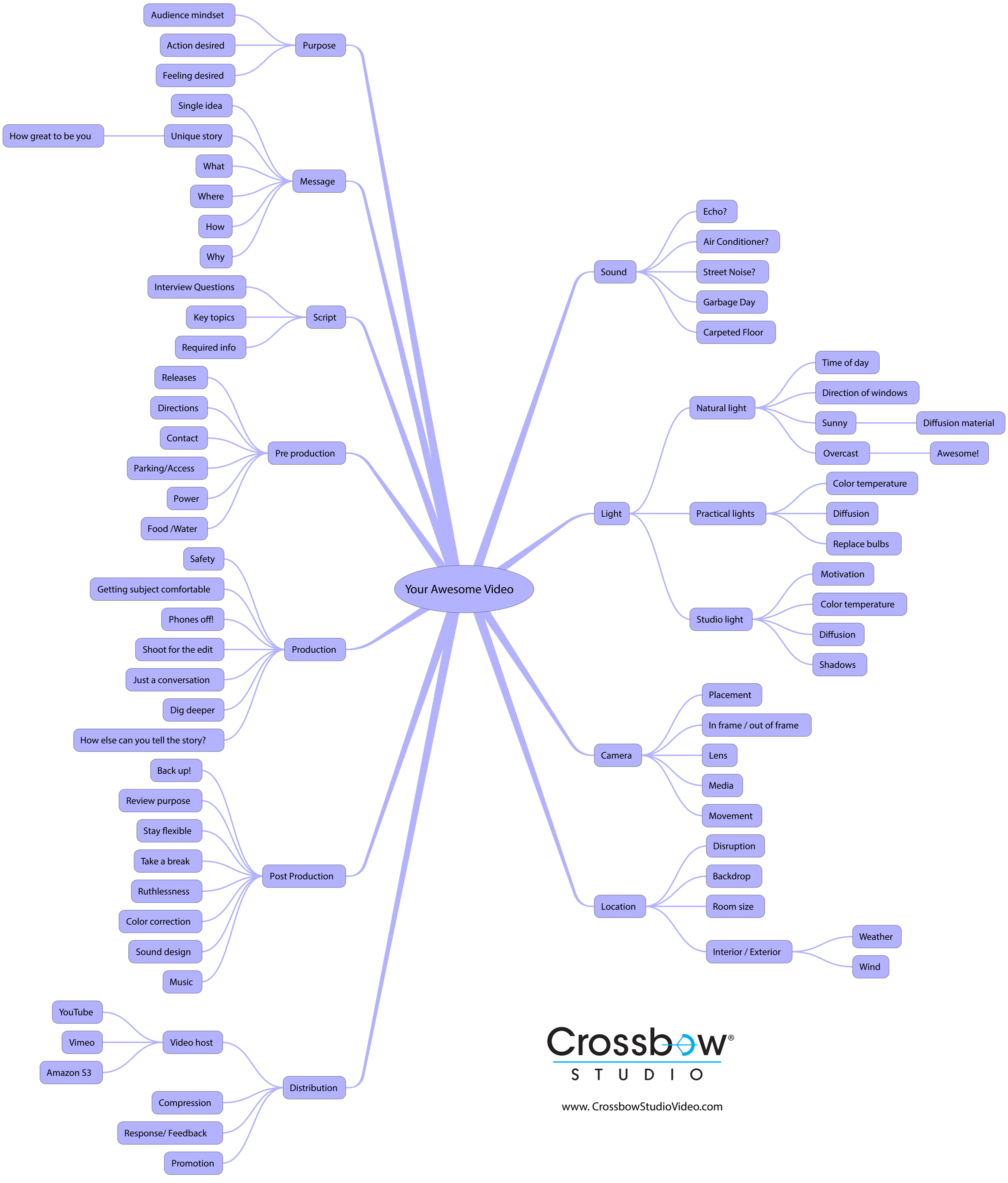
Your Awesome Video
Purpose
Audience mindset
Action desired
Feeling desired
Message
Single idea
Unique story
How great to be you
What
Where
How
Why
Script
Interview Questions
Key topics
Required info
Pre production
Releases
Directions
Contact
Parking/Access
Power
Food /Water
Production
Safety
Getting subject comfortable
Phones off!
Shoot for the edit
Just a conversation
Dig deeper
How else can you tell the story?
Post Production
Back up!
Review purpose
Stay flexible
Take a break
Ruthlessness
Color correction
Sound design
Music
Distribution
Video host
YouTube
Vimeo
Amazon S3
Compression
Response/ Feedback
Promotion
Sound
Echo?
Air Conditioner?
Street Noise?
Garbage Day
Carpeted Floor
Light
Natural light
Time of day
Direction of windows
Sunny
Diffusion material
Overcast
Awesome!
Practical lights
Color temperature
Diffusion
Replace bulbs
Studio light
Motivation
Color temperature
Diffusion
Shadows
Camera
Placement
In frame / out of frame
Lens
Media
Movement
Location
Disruption
Backdrop
Room size
Interior / Exterior
Weather
Wind
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