

## Crowdfunding Video Production Guidelines

- Video quality
  - Camera phone or dedicated video camera (DSLR)
  - High resolution
    - 1920x1080 or highest quality
    - iPhone 5 or newer
    - 2013 Android phone or newer
- Audio
  - Choose a quiet place to record
  - Free of background noise and music
  - Avoid recording video outside
    - Wind noise and traffic can deteriorate audio quality
    - Consider utilizing outdoors for still photography, but not video
- Composition and recording
  - If recording with your phone, hold horizontally
  - No vertical videos
  - Capture interviewees from waist up, leaving some headroom at the top of the frame
  - Capture additional “action” clips of people in action, i.e. sports, lab work, etc.
- Editing
  - Use your preferred editing software (iMovie, Premiere, Final Cut or even phone apps)
  - Place the interview clips in the timeline in a compelling order
  - Place “action” clips overtop of the interview clips, removing the action clips audio
  - Add motivational song if possible
    - Be sure not to overpower the interview audio with the music
  - Overall video length should be no more than 90 seconds
- Rendering and uploading
  - When you’re finished editing the video, render it out and let Adam Reynolds ([areynolds@clarion.edu](mailto:areynolds@clarion.edu)) and Budd Lauer ([blauer@cuf-inc.org](mailto:blauer@cuf-inc.org)) know it is ready.

Before you record you should develop your script or set of questions. When those assets are developed please send them to Adam Reynolds ([areynolds@clarion.edu](mailto:areynolds@clarion.edu)) and Budd Lauer ([blauer@cuf-inc.org](mailto:blauer@cuf-inc.org)) for review and feedback.

When recording the interviews, avoid using the words “money” and “donate”. Try using the word “support” instead. Use powerful phrases like “Thank you for your support” and “We appreciate your future and/or continued support”.

Advisors, professors and coaches should be utilized to talk about the support needed. Students generally have an easier time talking about the team dynamic and what it’s like to be a member of the organization.

Here are some examples of crowdfunding videos

Wrestling: <https://www.youtube.com/watch?v=Zf1OinroN38>

Volleyball: <https://www.youtube.com/watch?v=CjyC1VPTCVE>

Biomedical: <https://www.youtube.com/watch?v=a3wIQoFrWaw>