



# How to Produce Great Video

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Institute

## Why Video?

The human brain retains the combination of audio and visual signals much better than it does independent sounds or visuals. In other words, people only remember 20 percent of what they hear, and 30 percent of what they see, but a whopping 70 percent of what they see and hear.

In the next five years...

### Lights - Camera – Action

Camera  
Audio  
Lighting  
Editing  
Platform

### The Easiest System Ever ~ My favorite!

Smart Phone  
iRig  
Lavalier Microphone (maybe two!)  
Don't forget your earbuds

The magic of the two phone system (maybe three!)

## **Creating a Stage**

Get creative and think outside the box.

Branding

Audio

Lighting

Gear

**Composition** – The Fibonacci sequence lives here as well. (The art!)

Camera Angle

Head Room

Balance – the rule of thirds

## **Who's your talent?**

**Editing** – is it necessary?

## **Platforms**

You Tube

Facebook

Instagram

Twitter

Periscope

Website

**Great Web Links** for more information

Even easier, send me a note and I'll send them all to you digitally.  
Keeping it easy! David@FloralDesignInstitute.com

<https://www.bhphotovideo.com>

<https://lumoid.com>

<http://musicbakery.com>

<http://www.shutterstock.com/music/>

<https://www.facebook.com/facebookmedia/best-practices/live>

<https://www.garyvaynerchuk.com/the-rise-of-video-marketing-on-social-and-how-it-affects-your-business/>

<https://www.theguardian.com/small-business-network/2014/jan/14/video-content-marketing-media-online>

**It's time to “Do Something You Love” with video!**

TALENT/MODEL RELEASE

Complete Legal Name of the Business

In consideration of the sum of one dollar (\$1.00) and any other good and valuable considerations, receipt of which is hereby acknowledged, I, being of legal age, hereby give Complete Legal Name of the Business, their licensees, successors, legal representatives, and assigns the absolute and irrevocable right and permission to use my name and to use, reproduce, edit, exhibit, project, display, copyright, publish and/or resell photography images and/or moving pictures and/or videotaped images of me with or without my voice, or in which I may be included in whole or in part, photographed, taped, videotaped, and/or recorded on date through date and thereafter, and to circulate the same in all forms and media for art, advertising, trade, competition of every description and/or any other lawful purpose whatsoever. I also consent to the use of any printed matter in conjunction therewith.

I hereby waive any right that I may have to inspect and/or approve the finished product or products or the editorial, advertising, or printed copy or soundtrack that may be used in connection therewith and any right that I may have to control the use to which said product, products, copy and/or soundtrack may be applied.

I hereby release, discharge and agree to save Complete Legal Name of the Business, their licensees, successors, legal representatives and assigns from any liability by virtue of any blurring, distortion, alteration, optical illusion or use in composite form whether intentional or otherwise that may occur or be produced in the making, processing, duplication, projecting or displaying of said picture or images, and from liability for violation of any personal or proprietary right that I may have in conjunction with said pictures or images and with the use thereof.

AGREED AND ACCEPTED date: \_\_\_\_\_

Name of Talent

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Address \_\_\_\_\_ Street  
\_\_\_\_\_  
City, State,  
Zip

## **Equipment Discussed**

DSLR Camera Set

Tascam DR-70D 4-Channel Audio Recording Device \$239.00

Smart Phone Camera Set

IK Multimedia iRig PRO Universal Audio and MIDI Interface For iOS and Mac \$129.99

Microphones

Audio-Technica AT8004L Handheld Omnidirectional Dynamic Microphone \$109.00

Rycote Triangle Mic Flag \$24.95

Sennheiser ew 112-p G3 Camera-Mount Wireless Microphone System with ME 2 Lavalier Mic \$629.95

Easiest System Ever

IK Multimedia iRig Mic Lav for Smartphone/Tablets \$79.99

Rode smartLav+ Lavalier Condenser Microphone for Smartphones \$79.00

Rode SC1 TRRS Extension Cable For SmartLav Microphone - 20' \$25.00

Rode SC6 Dual TRRS Input and Headphone Output for Smartphones \$19.95

Lighting

Westcott uLite 2-Light Umbrella Kit \$129.90

Video Gear

Manfrotto BeFree Compact Travel Aluminum Alloy Tripod \$179.88

Manfrotto PIXI Mini Table Top Tripod \$24.88

MeFOTO SideKick360 Plus Smartphone Tripod Adapter \$35.00

Video Editing Computer - Recommended Software

Windows Movie Maker, PC, Free, ENTRY

Apple iMovie, Mac OS X, \$14.99 or Free, ENTRY

Corel VideoStudio Ultimate X9, PC, \$69, ENTRY

CyberLink PowerDirector 14 Ultimate, PC, \$77, ENTRY

Adobe Elements 14, PS or Apple, \$99, ENTRY

Apple Final Cut Pro, \$299, PRO

Adobe Premiere Pro CC, PC or Apple, \$20 / month subscription / rental, PRO

Video Editing Smartphone - Recommended Software

iMovie for iPhone, iOS, Free

Adobe Premier Clip, iOS and Android, Free

Magisto - Android, Free

WeVideo - Android, Free

KineMaster - Android, Free

VidTrim, Free

Perfect Video for iPad. Free

Clipper for iPad and iPhone, Free

# Great Video Clip Ideas for the Professional

## Florists / Floral Designers

Weekly Special / a great value bouquet of flowers in season / cash & carry

Homecoming Corsage Trends / a preview of corsages for the upcoming prom season

How to pin on a boutonniere / how-to demonstration

This Week's Featured Flower / what's in season / fresh and beautiful

Wedding Trends / styles and colors for the coming season

Wedding in Action / design room / making the bridal bouquet for tomorrow's wedding / we are so excited to be making the bridal bouquet for Susie Smith / Instagram / Hashtag

Flower Care & Handling / Valentine's Day / Roses / keep the flowers alive and the customers happy

Special Christmas Centerpiece / unique and custom made / perfect for your dining table

Announcement / Invitation / Christmas Open House

Thank You / beautiful flowers / designers working / music no narration / tilting "Thank You for Your Business"

## Wholesalers

Fresh from the Farm Today / review of new arrival varieties / these gorgeous flowers are waiting for you / order now

Great Values / special prices for the week / day

Caught in the Act / staff pulling products for their customers

Take a stroll / what's new in the supply aisles

Holiday Open House / preview exciting displays

## **Growers**

Greenhouse / Beautiful Blooms / harvesting tomorrow / ask your local floral wholesaler for these blossoms

Growing Beds / Spring Has Sprung / the sprouts are up / Parrot Tulips in three weeks

Packing Room / Beautiful Lilies / shipping to your local wholesaler today / ask for them

Greenhouse / In Season Now / Just Look at These Blooms

## **Training**

How to make our Mother's Day Special Bouquet / step-by-step / employee training

Answering the phone / step-by-step demonstration

Rose Care / step-by-step for temporary employees



# Questions?

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## Ownership of Business-Related Social Media Accounts

Following is an excerpt from an article by the Morrison Foerster law firm published in [mondaq.com](http://mondaq.com)

### Proactive Steps

Considering how vital social media accounts are to today's companies, and given the lack of clear applicable law concerning the ownership of such accounts, companies should take proactive steps to protect these valuable business assets.

For example, companies should consider clearly addressing the ownership of company social media accounts in agreements with their employees, such as employee proprietary information and invention assignment agreements. Agreements like this should state, in part, that all social media accounts that employees register or manage as part of their job duties or using company resources – including all associated account names and handles, pages, profiles, followers and content – are the property of the company, and that all login information and passwords for such accounts are both the property and the confidential information of the company and must be returned to the company upon termination or at any other time upon the company's request. In general, companies should not permit employees to post under their own names on company social media accounts or use their own names as account names or handles. If particular circumstances require an employee or other individual to post under his or her own name – for example, where the company has engaged a well-known industry expert or commentator to manage the account – the company might want to go a step further and include even more specific contractual provisions that address ownership rights to the account at issue.

In parallel, companies should implement and enforce social media policies that provide employees with clear guidance regarding the appropriate use of business-related social media accounts, including instructions on how to avoid blurring the lines between company and personal accounts. (Keep in mind, however, that social media policies need to be carefully drafted so as not to run afoul of the National Labor Relations Act, state laws restricting employers' access to employees' personal social media accounts, or the applicable social media platforms' terms of use.) Finally, companies should control employee access to company social media accounts and passwords, including by taking steps to prevent individual employees from changing account usernames or passwords without authorization.

Full article can be found at this link

<http://www.mondaq.com/404.asp?404;http://www.mondaq.com/unitedstates/x/281760/Social+Media/Ownership+of+BusinessRelated+Social+Media+Accounts&login=true>