

10 Mistakes to Avoid in Video Production



Steve Haskin, Principal

Industrial Strength Learning

<http://www.industrialstrengthlearning.com>

Are you making video?

Video is not all you think it is.
Video is more than you think it is.

Sometimes...

It's not easy to avoid
mistakes



It happens!

Mistake #9

Jump cut

This is when a talking head suddenly changes position.
Sort of like a jerky time lapse without anything happening.

Let's talk about this:

Sometimes, you're shooting a talking head and it's the only choice you've got when you need to cut out words.

Mistake #8

Cross cut



This occurs when action moving across the screen one way suddenly goes the other way.

Mistake #7



Bad dissolves happen when you don't pay attention to the language of cuts and dissolves. You make a cut where it should be a dissolve and vice versa.

Mistake #6

Poor lower third supers.



Or the super detracts from the
Person speaking.

When the background
and the identification of the person
speaking have no contrast and are
unable to be read clearly.

Mistake #5

Horrid lighting.

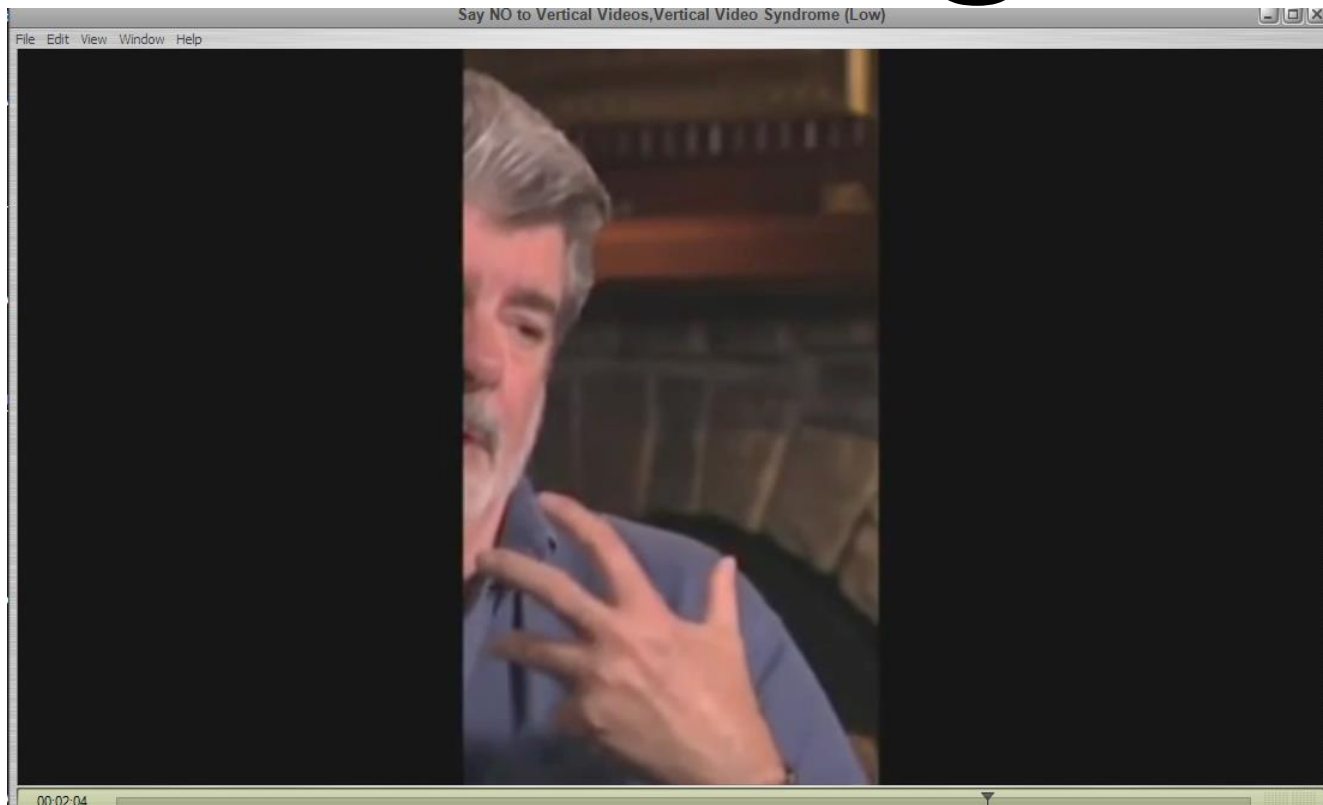
Are you kidding?

Bad lighting can make it hard to see the subjects or distort their appearance.



Mistake #4

Shooting video vertically.



Give me

a break!

Mistake #3

Bad Acting

You don't need to know more.

You know it when you see it.

It's all too common in e-learning.

It doesn't have to be.

Mistake #2

Bad Continuity



There's this thing when someone is wearing a particular tie in one scene and a different tie in the following clip that's supposed to be happening at the same time. Quick change artist? Don't think so. Bad continuity.

Mistake #1

Specious video!

Some things to remember

1. Make your video look pretty...or as pretty as you can...it's not always possible.
2. Make your cuts logical and appropriate.
3. Do dissolves and cuts that make sense. Look at numbers 1 and 2.
4. DO NOT SHOOT VERTICAL VIDEO
5. Use supers that convey information clearly.
6. Get good performances out of your 'actors.'
7. Watch those continuity **errors**.

Thank you!