What we need to make your video

Live editing has the potential to save you huge amounts of time and money. Whilst you are speaking in front of our green screen, we are busy combining your supporting video, PowerPoint and images in a virtual studio of your choice so that, once you leave, we can clip the pieces together and deliver the finished video to you – often, in a matter of hours.

The key to this live editing approach is preparation. We need the material for your video at least 48 hours prior to your shoot so we can plan the various shots and camera angles we’re going to use. Whilst you are with us, you can rehearse and record as many takes as you need to help you get things looking perfect. You will have the opportunity to view and sign off your best ‘take’ before you leave the studio. After you leave, making changes to a video is tricky, time-consuming and potentially expensive… which we all want to avoid! To make sure you get the most out of your video and your studio time, we ask that you follow the guidelines below.

IMAGES

The resolution of our finished videos is 1280 x 720 pixels. To look their best, any images which you would like to show at full screen at any point should be supplied in this size. If you have access to Photoshop, you can make sure that your image is in the right dimensions by following these steps:

Step 1: If your image is not already in 16:9, start by cropping it to these dimensions.
Step 2: Change the Image Size to 1280 x 720 pixels.

If images cannot be provided in the format required, we can help get these ready for you. This will be charged as Account Handling time, at £55 per hour.

VIRTUALSTUDIO.TV CHECKLIST

Is your PowerPoint presentation in 16:9 format?
Are images in 16:9, at a maximum resolution of 1280x720 pixels?
Are videos in 16:9 and supplied as MP4, WMV or MOV?
Have you sent us your script, PowerPoint presentation, images and video 48 hours in advance?
Is your presenting outfit free of green, stripes, checks and patterns, with somewhere we can clip a radio mic?

N.B To look great when they go full screen, any images you decide to use should be high quality to begin with (at least 1MB in size).
Your presentation needs to be given to us in 16:9 format, in order to fit the screen. If you send this to us in a different size, such as 4:3, we’ll need to re-design them in PowerPoint before we start filming. This is charged as a PowerPoint Tidy, at £45 per hour.

Sending us your presentation and script in advance means we can check we have everything we need, and can get all elements cued up and ready to go, before you arrive in the studio.

RECOMMENDATIONS

Don’t have too many slides. Your audience will need time to absorb each one; if they change round too quickly whilst you are talking, it will be difficult to take these in.

Keep the information on each slide minimal. Slides should reinforce the verbal information put across by the presenter, rather than competing for the audience’s attention. For text, use an easy-to-read font in size 24 or above, and emphasise simple graphics and full screen pictures for maximum effect. Please do give us a call if you would like any help or advice, or talk to us about creating your presentation for you from scratch (PowerPoint Design is charged at £75 per hour).

If you would like information on the screen to appear at different times (for example, bullet points to appear one by one), we suggest making a new slide for each build, rather than having these appear on the same slide, simply because, if you do need to edit this later, it can make it easier for us to do so.

Videos must be in 16:9, and preferably of a resolution of 1280x720. N.B if video is not in 16:9, some cropping/stretching may occur.

Whilst it is important to use good quality video, files that are massive can cause problems. As a rough guide, a 5 minute video shouldn’t be more than 200MB.

we use: **MP4 | WMV | MOV**

We prefer to use MP4s or WMVs where possible, as generally these are high quality, but smaller files than MOVs. If you can’t provide the video in our preferred formats we can re-format an existing video for you. **Video Formatting is charged at £25 per video.**
THE SCRIPT

Filming for live editing works better when you have a script. If you send us your script in advance, we’ll put this onto the autocue, prepare your PowerPoint and media, and get camera angles lined up and ready to go for a swift and seamless live edit.

Remember that you need to write your script for the ear, rather than the eye! Keep the tone engaging and conversational, and sentences short, uncomplicated and easy to understand. See our Script Writing Guide for more advice.

If you need help with your script at any stage, contact us. We are always more than happy to give you advice and guidance, provide Script Editing (£55 per hour), or even write it for you from scratch. Scriptwriting costs £760 per day, or £380 for half a day.

WHAT TO WEAR

Block colour works best.

Stripes (especially pinstripes), checks, patterns and dogtooth prints can all cause havoc with interlaced video, leaving you with a fuzzy, flickering or wavy look that is impossible to get rid of, during filming or afterwards.

DON’T WEAR GREEN!

Whatever you do, don’t wear green!

In order to film you in your chosen virtual studio, we place you in front of a green screen, and then strip out all of the green in the image. This means that any part of you which is also green will disappear along with it.

Make sure there’s somewhere out of sight on your outfit that we can clip a radio microphone. If you’re wearing trousers, a jacket or skirt this is usually easy, but dresses can be tricky. We may have to gaffer tape it to your back if there’s no other option!

If you can, avoid wearing glasses or anything with a reflective surface. If your hair gets frizzy or wispy, smooth or tie it back to avoid a ‘green halo’.

If you have any questions or worries about anything in this guide, please feel free to give us a call on +44(0)1223 520968. We’re always happy to help or advise!

For great tips on presenting and effective scriptwriting, click the links or take a look at our YouTube channel: www.youtube.com/user/VirtualStudioTV