

# Video Production 101

## Interactive Checklist

*Mark all boxes below before recording your video*

☐ Fill Out Blogging 101 Worksheet

☐ Choose a Video Type

Inside at SouthWest OR Problem Video

☐ Framing

Branded size, scope and scale to focus on Greatest Strengths

No distractions

Incorporate Branding with Visual Cues

Add Personal Element

☐ Stability Use Tripod (When possible)

☐ Lighting Turn on Light Kit OR Use Bright Window Light

☐ Audio

Plug Microphone In

Hook Microphone to Lapel OR Record voice-over after shoot

☐ Set

Use Supplied Uniform for Consistency

If needed: use table with southwest table skirt



**GOALPOST**