

Love My Credit Union[®]
Campaign
presents

Simple Ways to Make a Video

Presentation by Kristi Chesney of **cube tv** studios

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What Makes a Good Video?

- ❖ It all starts with the story. You need to find the story you want to tell.
- ❖ Capture LOTS of footage and video.
 - ❖ Don't be afraid to think abstract
- ❖ Pick music and voice over that helps drive your theme and story forward.
- ❖ Add titles, effects, and finishing touches.



united bay community
credit union

All shooting, editing,
FX compositing, and color grading for the following
video was done entirely on an iPhone 6.

Having the right tools

- ❖ Adobe Premiere Elements (Free trial w / watermark and \$59 one-time fee to purchase)
- ❖ Lightworks (Free) and VideoPad (Free)
- ❖ Royalty-Free Music sites
 - ❖ bensound.com (free with attribution, \$24 standard license)
 - ❖ audiojungle.com (songs range from \$7-50)
- ❖ Voice Over (use someone you know!)
 - ❖ speedyspots.com or voicebunny.com for professionals

Still feeling overwhelmed?

Contact



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and find out how we can make your video project a reality!