

# Video on a shoe string



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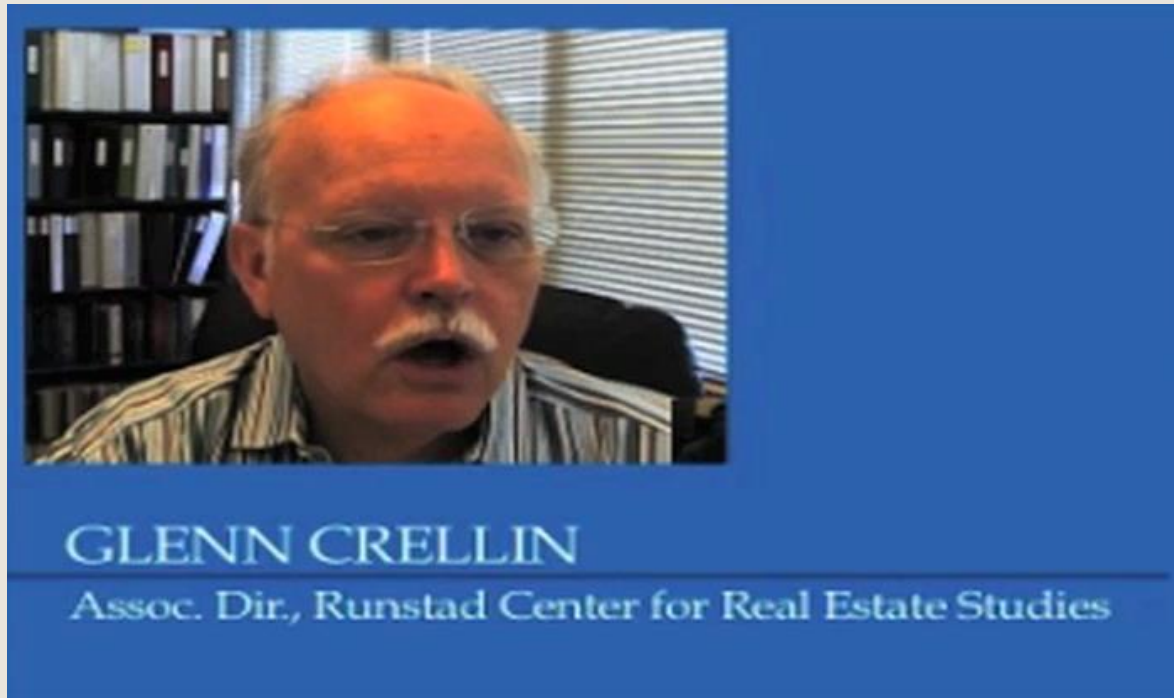
202/383-1012

# Multiple-source, on-location footage at no cost

1. Skype
2. Public domain footage
3. Footage from other videos, used with permission
4. Footage supplied by others
5. Footage licensed under Creative Commons (CC)

Video on a shoe string

# Skype



Video on a shoe string

# Public domain footage



Video on a shoe string

# Footage from other videos



Video on a shoe string

# Footage supplied by others



Video on a shoe string

# Footage under CC licensing



\*Note: Identifiable people in a CC-licensed image still have privacy rights, sometimes known as personality rights, so choose images without people or people who are unidentifiable

Video on a shoe string

## Poll question 1

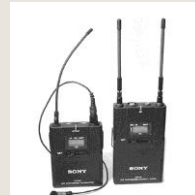
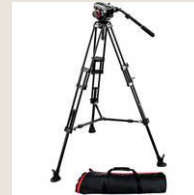
Are you producing video now or are you planning to soon?  
If so, what is the annual budget range of your video operations?

- A. \$0 to \$999
- B. \$1,000 to \$4,999
- C. \$5,000 to \$9,999
- D. \$10,000 and up

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# Equipment walk-through \$500 to \$10,000: it's your choice



Video on a shoe string

Sony DV Cam: \$700-\$7,500 +



> Replacing with HD digital, eliminating tape

Video on a shoe string

\$ 300-\$ 600



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## Manfrotto \$900

- > Don't get still camera tripod
- > Heavy duty
- > Light duty for travel



Video on a shoe string

\$40



Video on a shoe string

Sony Lavalier

\$500



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## Poll question 2

If you're producing video now, are you using any of the following sources to get video footage from outside your area without having to travel?

- A. Video in the public domain
- B. Skype
- C. Video supplied by others at your request
- D. Video extracted from other videos with permission
- E. Video from others made available under Creative Commons licensing

Video on a shoe string

\$ 300



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# Prompter People

\$1,700

> Only get “beam splitter” style



Video on a shoe string

\$500



Video on a shoe string

MacBook Pro     \$1,300-2,000



> Laptop = mobile production

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Final Cut Express or Pro

\$80-175



- > Final Cut X = jury's out
- > Compatibility problem?

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Free with MacBook Pro  
(or free to download)



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# SnapzProX \$70

The screenshot shows the product page for SnapzProX 2.5.2 on the Ambrosia Software Inc. website. The page features a navigation bar with links for UTILITIES, GAMES, NEWS, SUPPORT, and ABOUT US, along with a search bar and links for My Ambrosia Account and MY BASKET. The main content area includes a large banner for SnapzProX with a camera icon and the text "Record Anything on Screen". To the right of the banner are buttons for "DOWNLOAD FREE TRIAL" and "PURCHASE", and a price tag of "\$69". Below the price tag is a testimonial quote: "I have used sooo many different screen capture softwares and I just have to tell you guys that you are the ONLY ones who dont slow down my computer while recording video. Sometimes I have to check".

AMBROSIA<sup>®</sup>  
SOFTWARE INC

UTILITIES GAMES NEWS SUPPORT ABOUT US

My Ambrosia Account MY BASKET

Search

Snapz Pro X 2.5.2 FEATURES TUTORIALS ADD-ON FILES

Ambrosia Software

**SnapzProX**

RECORD ANYTHING ON SCREEN **Record Anything on Screen**

DOWNLOAD FREE TRIAL

PURCHASE

Mac \$69

This is a free update to registered users running Mac OS X 10.7.4 or later. [Click here to download the 2.5.2 update.](#)

“ I have used sooo many different screen capture softwares and I just have to tell you guys that you are the ONLY ones who dont slow down my computer while recording video. Sometimes I have to check

> Best investment I ever made

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Dropbox Free or \$10 month



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# Music Bakery \$35+ per piece

The screenshot shows the Music Bakery website interface. At the top left is the logo "THE MUSIC BAKERY" with a red swirl icon. To its right is a quote: "My customer's response was, 'THAT doesn't sound like library music!'" -Philipp W. Erhardt. Further right are social media sharing buttons for Facebook (387 likes), Twitter (104 tweets), and a share button (378 shares). On the far right is the "Authorize.Net" logo and contact information: "800-229-0313 | 972-578-7863" and "helpnow@musicbakery.com".

The main content area is titled "Royalty-Free Music Downloads from THE MUSIC BAKERY" with the tagline "Buy them once. Use them forever!". Below this is a note: "PreLicensed for ALL your projects. (details)".

On the left side, there is a "Select Music:" sidebar with three main categories: "Select by CATEGORY", "Select by MOOD", and "Most POPULAR Styles". Under "Most POPULAR Styles", there is a list of genres: Backgrounds / Underscores, Children, Classical, Country, Orchestral / Film Scores, New Age, Solo Guitar, Solo Piano, and Solo Other Instruments.

The central area features a "Search Music:" section with a search bar containing the text "Enter search term(s)". To the right of the search bar is a "Live Chat" button with a person icon and a speech bubble.

Below the search bar is a "Quantity Discounts are applied automatically:" section with three lines of text: "Put \$50-worth of music in your cart: Get a 10% Discount", "Put \$100-worth of music in your cart: Get a 20% Discount", and "Put \$200-worth of music in your cart: Get a 30% Discount".

At the top right of the main content area, there is a "View Cart" button with a shopping cart icon and a "Checkout:" button with a shopping cart icon.

The bottom section is titled "Royalty Free Music" and contains a sub-section "Best-Value Buyout Music". The text reads: "Download royalty free music from The Music Bakery featuring professional studio musicians and plenty of real acoustic instruments, impeccably-produced by our gifted team of award-winning composers. Covering the entire spectrum of musical styles, it's buyout production music that's logically categorized and easy to find."

> Unlimited use

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# Free jingles with iMovie



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# Brightcove \$99-\$500 month



- > Swap out videos
- > Total thumbnail flexibility
- > No forced ads
- > Closed platform
- < Flash problems

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Free



< Swapping out videos an issue

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WD My Passport hard drive \$80-130



> Video consumes a LOT of memory

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Total: \$ 10,000



or \$ 1,000

*It's your choice!*

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## Poll question 3

Would a series of six highly detailed webinars, each on different aspect of video production, be valuable enough to you that you would pay for them? If so, and assuming the information is mostly helpful, what is a reasonable education expense for your company?

- A. Under \$100
- B. Up to \$250
- C. \$500 and up

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# Resources

Final Cut Pro: Basic Editing

<http://youtu.be/qDMWew537Ks>

Basic Final Cut Express Tutorial

<http://youtu.be/gCGGEQsbtPE>

Final Cut Pro X: Awesome or Terrible?

<http://youtu.be/-JBZXQV7hTI>

Introduction to Adobe Premier

<http://youtu.be/kTJYwQhbKpA>

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