

VIDEO: HOW TO RECORD USABLE FOOTAGE THAT YOUR AUDIENCE WILL LOVE! CHEAT SHEET



A-Roll vs B-Roll Footage

What A-Roll Footage?

- A-Roll Footage is the backbone of your video and your storyline. It's integral to the success of your video.
- It's the primary footage you capture that will explain the storyline to your audience.

What is B-Roll Footage?

- B-Roll Footage supports A-Roll Footage.
- It's secondary and complimentary to A-Roll Footage.
- It sets the scene.

How do they work with each other?

- Where A-Roll Footage "Tells" the story, B-Roll Footage "Shows" the story.



Storyboards & Planning

Why are they important?

- Having a plan is essential to the success of your video.

What is a Storyboard?

- A timeline drawn/written which fleshes out each shot in your video or each topic.
- It's a general overview of your video that you can map out before you start shooting. This helps to reduce wasted shots and time.

What does a Storyboard include?

- What action is taken in the shot?
- What sound or audio is required for the shot?
- Where the shot is taken place?
- Who needs to be in the shot?
- The purpose of the shot



Tips



Rehearse

- If you're filming with a group of people, rehearse the shots, rehearse your lines and just do a test run with the camera.

Take Notes

- You should always have your storyboard with you. If you do, you're able to make notes on your storyboard if you need to make any changes to the shot list or B-Roll footage.

