Guidelines for Creating a Project Video

When creating a project video, there are several key points to keep in mind. Below are some guidelines and tips to get you started. PINO can also provide support with the production process, if needed.

- **COLLABORATE WITH LOCAL TEAMS:** Involve local teams early on. They have valuable insights and knowledge of the on-the-ground situation and can contribute useful footage.

- **CREATE A SCRIPT:** Develop a clear script before filming begins. This helps keep the video structured and impactful.

- **IDENTIFY THE TARGET AUDIENCE:** Consider who will be watching the video. Is it aimed at stakeholders, the general public, or a specific group? This will influence the tone and content of the video.

- **DEFINE THE OBJECTIVE:** Establish what you want the video to achieve. Is it to inform, inspire, or prompt action? A clear objective ensures the video tells a focused and coherent story.

- **KEEP IT BRIEF:** Aim to keep the video short and concise; five minutes is already quite long for a project video. A shorter video increases the likelihood that your audience will watch it in full.

- **BUDGET CONSIDERATIONS:** Be mindful of the costs involved. For an effective project video, a budget of around 1,000-5,000 euros is realistic. 10,000 euros would be excessive, while 250 euros may not allow for the desired quality. A 1-minute video, (including editing) quickly costs 1,500 euros. A shooting day also costs around 1,500 euros. So a 3-minute video soon comes to 4,500 euros.

- **SEEK SUPPORT FROM PINO:** PINO can assist with scripting, finding local teams, and managing the production process.

Video Instructions

🔊 Ensure an environment with minimal **background noise**.

☀ Ensure that you film in a room with **natural daylight**, with the light falling on your face. Backlighting can make the image appear very dark.

📱 Hold the camera **horizontally** in your hand at eye level. Film in two **different locations**, for example, outdoors and indoors. This will make the video more dynamic.

👁 **Look** into the camera of your phone and not at your own reflection on the screen. Looking into the camera creates a more personal connection.

💬 **Take your time** to record the vlog; it doesn't have to be perfect in one go.

📷 Wait **a few seconds** after turning on the camera before you start talking and do the same before turning it off. This gives you a moment of calm and makes it easier to edit the video.

🕐 Ensure that the vlog lasts between **60** seconds and **90 seconds**.

👥 Capture some footage of the **surroundings**, such as the office, a meeting, the outdoor environment, etc. We will edit these clips into the video.

😊 **Enjoy** the process and be enthusiastic!

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