

wexer

FITNESS IS DIGITAL

CREATING A VIDEO: STEP BY STEP

2020-10-05



OVERVIEW



1. GET SET UP: AUDIO & VISUAL
2. GET FILMING
3. READY VIDEO FOR UPLOAD
4. UPLOAD YOUR VIDEO & PROMOTE IT

REPEAT...



***DEFINE YOUR CLASS
& GET SET UP***

1. GET SET UP: VISUAL

Find a clean background with simple lines or patterns. Be sure you have an idea of your format and the space needed.

- **Get your camera set up:** Get a [cheap tripod](#) or get clever stacking
 - All you need is:
 - iPhone 6 or better
 - Android from 2010 forward
 - Of course high quality cameras, 8 MegaPixel+ min for camera and recording at minimum of 720p
- **Test your framing:** the camera usually needs to be about 10-12 ft in distance from you and about chest height depending on your height, space, and exercises
 - Be sure to set up your phone in landscape mode
 - Do a few short test shots and be sure to include your full class range of motion, ie. if you are going to get on the ground or move side to side, be sure you try that out in the testing segment to be sure you will remain in frame



1. GET SET UP: AUDIO



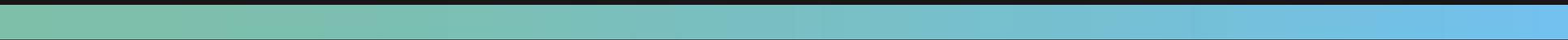
Decide on your production style: real time, voice over or text cuing and get your audio set up

- **Get your audio set up:** You will need to know if you are planning to do real time, voice over or text cuing
 - *Real Time:* consider using bluetooth headset with a microphone to clearly pick up your voice and downplay surrounding noise. Be sure you test your audio prior to recording. No one will struggle through the work out if they can't hear you
 - *Voice Over:* recording is easy if you are voicing over later, but... there will be more editing and recording work later.
 - *Text cuing:* recording is easy if you are adding cuing text later. Be sure you are doing an easy format to follow that needs minimal explanation

Remember to consider Music Rights Licensing. Don't include any music in your end recording that your team has not specifically licenses for at home delivery.

- Consider instead sharing a spotify or pandora playlist for the user to play from their account separately at home while watching your class
- For more details information check out our: [Guidelines for using Music in Videos](#)

***PUMP UP THE ENERGY
& GET FILMING***



2. GET FILMING



Remember that all your decisions should support your class or content format: duration, setting, audio style. Some basic tips are listed below to get you started...

- Keep it short
- Turn up the heat - the most popular digital workouts are short and effective
- The name of the class matters, be clear on what you are working
- Be authentic and stay loose, these don't have to be perfect, just fun!
- Be clear on your cuing so that you deliver exactly the message you are looking to for an effective short workout
- Leave some extra time in the beginning showing you setting up, this can be used in all formats to edit in more information
- Double check that your recording device is charged (if battery powered) and will last through the class.

***REVIEW & EDIT TO
READY VIDEO FOR UPLOAD
TIME NEEDED WILL DEPEND ON METHOD OF
FILMING***



3. READY VIDEO FOR UPLOAD:

REAL TIME

Your chosen production style will determine next steps. *Be sure you review all of your video for form, cuing, and technical issues.*

- **Real time:** Estimated editing time: 10-30 min
 - Upload video to any free editing software for mac, pc, or phone to make any small tweaks or trims. (skip if not necessary and you got a clean shoot!)
 - Available options include: Movie Maker 10 Free (PC), iMovie (Mac). *This is not an endorsement or recommendation for any program.*

3. READY VIDEO FOR UPLOAD:

VOICE OVER

- **Voice Over:** Estimated editing time 1 hour
 - Upload video to any free editing software for mac, pc, or phone to make any small tweaks or trims.
 - Available options include: Movie Maker 10 Free (PC), iMovie (Mac). *This is not an endorsement or recommendation for any program.*
 - Delete existing audio track
 - Open free recording software on your computer Mac or PC
 - Press play on work out and with a 2-3 lag press record on your recording software so you can begin to intro and then cue the class.
 - *You will be a few seconds behind but when you upload the video it will match up well and you can do small trims if needed at that point*
 - Record in 5-10 minute segments or longer, to streamline your recording
 - Once you are done recording begin adding your voice over clips to as an audio track to your video

3. READY VIDEO FOR UPLOAD:

TEXT CUING

- **Text Cuing:** Estimated editing time 30-45 min
 - Upload video to any free editing software for mac, pc, or phone to make any small tweaks or trims.
 - Available options include: Movie Maker 10 Free (PC), iMovie (Mac). *This is not an endorsement or recommendation for any program.*
 - Delete existing audio track and trim video as needed
 - Begin to add cuing text
 - During the intro provide a lot up front info on:
 - a. Equipment
 - b. Duration
 - c. Playlists
 - Add cuing text right as one exercise ends and you are moving into the next one. *Put it in a part of the screen that allows it to be legible and linger up for about 5-10 seconds*
 - Be sure to cue water breaks and do a parting message to bring people back

UPLOAD & PROMOTE VIDEO



4. UPLOAD & PROMOTE VIDEO



Once you are happy with the content you have produced audio and visually, upload the video to the location designated by Connect Content Manager for brand editing

Be sure to provide your Connect Content Manager with your preferred class title and desc
Include the recommended playlist if you are doing that!

Once the link is published be sure to promote it on your social media and offer tips and tricks to combine with the workout (meditations, runs, etc)

