**What to Consider when Shooting a Video for the AETC Program**

If you do not have the budget to hire a professional, this guide will help you focus on what to consider when planning for and producing your own in-house video.

**Why produce a video?**

* You’re an expert with information to share or a story to tell
* Videos are practical; the information can be accessed at any time via multiple devises
* Videos are efficient and engaging; learning is self-directed and learners can focus on only what they need to know
* Videos are fun to watch

**Who is your audience?**

* All healthcare professionals: physicians, physician assistants, nurses, nurse practitioners, dentists, pharmacists, psychologists, social workers, substance abuse counselors, case managers, patient navigators, outreach workers, community health workers
* Health profession students
* Health profession faculty and health educators
* Healthcare program staff
* HIV care advocates

**What equipment or tools will you need?**

* High Definition (HD) video camera or smartphone with an HD camera
* Camera tripod or smartphone case with a stand (inexpensive tripods can be found online)
* Microphone with table-top tripod or clip for your clothes (if your camera has poor audio) ***Audio quality is more important than video quality***
* Light: whatever your light source, your subject should always be **front lit**
* Suggested editing tools: [Camtasia](http://www.techsmith.com/camtasia.html), [iMovie](http://www.apple.com/mac/imovie/), iMovie app, Spark app, [Final Cut Pro,](http://www.apple.com/final-cut-pro/) [Windows Movie Maker](http://windows.microsoft.com/en-us/windows-live/movie-maker#t1=overview), [Sony Vegas](http://www.sonycreativesoftware.com/vegassoftware)

**Where & When will you film?**

Consider lighting, voice sound, background noise (air conditioning, paging system, traffic, etc.) and uninterrupted time

* Studio
* A quite room or office
* At your desk
* Near a window for natural light
* Outdoors (in a shaded area)
* Carefully plan around your participants’ schedule. Consider filming during a previously planned event (conference or meeting); overlap filming and photo taking
* Consider the time of day for location and lighting if filming outdoors

**How will you prepare to film?**

* Treatment development
	+ Establish a topic/theme
	+ Script it! If interviewing, prepare questions in advance
	+ Ask your participants to prepare thoughts in advance
	+ Establish the intended length of the final product. This will help participants to prepare their thoughts
	+ Ask for feedback from colleagues
* Know what file formats are accepted by [YouTube](https://support.google.com/youtube/troubleshooter/2888402?hl=en)
* Have a plan B! Plan ahead for location changes or technical difficulties when shooting (bring extra batteries, cords, memory card, lights, etc.)
* Schedule an orientation meeting with video participants
* Remember to have participants sign a video release/consent form
* GET PERMISSION for everything (participants’ name(s), affiliations use of office space, equipment, etc.)

**Keep calm and carry on!**

* Build a rapport with your participants and prepare them in advance. Over explain the process if necessary
* Stage your room and lighting before participants arrive
* Practice using the camera and audio equipment with your production crew
* Frustrated? Google it or watch an instructional YouTube video
* Seek help from an intern
* Be patient. It will all come together
* Remember to thank your participants and support staff

**More information, ideas and suggestions**

* Search [YouTube](http://www.youtube.com/) for filming/lighting/styling techniques and ideas
* Visit the [AETC National Coordinating Resource Center website](http://aidsetc.org) for topic ideas
* For more HIV educational videos visit [AETC NCRC YouTube Channel](http://www.youtube.com/user/AETCNRC), [The TARGET Center YouTube Channel,](http://www.youtube.com/user/TargetHIV) [East Bay AETC YouTube Channel](http://www.youtube.com/user/EastBayAETC), [Project Inform](http://www.projectinform.org/), [The Positive Project](http://www.thepositiveproject.org), [AIDS.gov YouTube Channel](http://www.youtube.com/user/aidsgov), [California Prevention Training Center](http://www.youtube.com/user/CaliforniaPTC)
* For equipment and software sources visit [Joby](http://joby.com/?gclid=CImz5Lqfv7sCFTNp7AodLUsAmA), [QuickTime X](http://www.apple.com/quicktime/), [Jing](http://www.techsmith.com/jing.html)
* Consider video scribe programs: [Truscribe](http://www.truscribe.com/), [Sparkol](http://www.sparkol.com/products/videoscribe), [YDraw Whiteboad Videos](http://ydraw.com/?gclid=CKCmquigv7sCFWUV7Aodqm0Aog) (free trials available)

This guide was adapted from a resource developed by Tim Vincent (tim.vincent@ucsf.edu) and Shannon Weber (Shannon.Weber@ucsf.edu) in October 2013. Visit the [California STD/HIV Prevention Training Center](http://www.stdhivtraining.org/) and the [Bay Area Perinatal AIDS Center (BAPAC)](http://hiv.ucsf.edu/care/perinatal.html) for examples of their video work.