

## Tips for producing a great video

### Planning

What is the story you want to tell? Brainstorm ideas, then [storyboard](#) or script your plan. Good storytelling keeps viewers interested in your video.

### Image Quality

Focus, lighting, frame composition and image stability all contribute to image quality. Careful attention to these details will help you produce a video that people want to watch.

### Sound Quality

Not all messages are conveyed visually. Sound is an important component, and not all video cameras are good at recording audio. Paying attention to volume and background noise can help improve sound quality. Subtitles can assist when in places when speech is not clear. If you use them, make sure subtitles are clear and easy to read.

### Editing and Transitions

Choose essential scenes. Editing to hold the viewers interest while keeping under 5 minutes and selecting appropriate transitions to move from one scene to the next will keep your video flowing.

### Online Resources

Search out online resources that explain the video production process. Watching videos that others have created, and that you like, is another way to get ideas for your video.