HOW TO PRODUCE PITCH VIDEOS REMOTELY

Step by Step Instructions for Producing Videos Remotely

Find step-by-step instructions for producing your pitch videos remotely below. These are written for teams of students, but if you're producing a video by yourself, the following advice will be very helpful too.

First Step: When recording your pitch video with your teammates, you have two options!
- **Option 1: Live Video**
  - Record the whole video at one time with your team using video conferencing
  - Requires:
    - Each team member has a computer or phone with a camera
    - A strong connection to the Internet
    - Using a video conference platform (more info on these below)

- **Option 2: Record Separately and Edit Recordings Together**
  - Each team member records their section separately and one person edits each separate recording together into one final pitch video
  - Requires:
    - Each team member has a camera, a computer with a camera or a phone with a camera
    - Each team member has a computer to transfer the files and a connection to the Internet
    - One team member has video editing software or can download a free version (more info on these below
- After you pick an option, follow instructions for each below.

Make Your Video Fun and Engaging
Ideas for making your video engaging and creative! Some of these may need to be edited in after recording.
- Use props
- *Show* instead of tell - if you're giving an example, film it
- Plan for your teammates to interact with one another - one team member could ask a question or make a statement and another reacts
- Add music and sound effects
- Include slides or information and drop in your voice behind it
- Include fun graphics or emojis in the video

Need more tips?
Contact Jordan at jordanc@gradesofgreen.org to schedule a call and get personal mentorship on your video!

Option 1: Recording a Live Video

Before you Begin:

Meet with your team remotely to decide on the following:
- Who will do the recording of the live video chat and submit that video
- What else you may want to include in your video: examples of what you're talking about, props, fun ideas or something humorous - it's okay to make your videos fun!
- Limit the number of team members on the call to 6 people to keep your message clear and organized while reducing the potential for errors
- Make sure you have a quiet place indoors to record in order to cut down on background noise

Here's a guide for how to work with your team remotely.

Example: Here's an example of a Pitch Video Recorded Live: https://youtu.be/DS_yv4u-SEE

Step 1: Prepare What You're Going to Say
- Write out what you're going to say or create an outline
- Assign lines to people so that everyone knows what to say, when to say it, and don't interrupt each other

Step 2: Set up your recording device.
- If Using a Computer:
  a. Open up Recording Software
  b. Check your audio levels
  c. Open your written pitch or outline
  d. Place the written pitch or outline on the screen near the camera
  e. Move to a place where the background is clean, uncluttered and not distracting, a wall is okay
  f. Check your wifi connection, if you have a weak wifi connection, consider recording separately
- If Using a Phone:
  a. Open your written pitch or outline
  b. Place the written pitch near the camera
  c. Move to a place where the background is clean, uncluttered and not distracting, a wall is okay
  d. Film horizontally to reduce editing time
  e. Check your wifi connection, if you have a weak wifi connection, consider recording separately

Step 3: Record your video
- **Resources to record your video**: Zoom, Skype, OBS
- Before starting the recording:
  ○ Get everyone online and make sure everyone has a good connection and can hear each other.
  ○ Review what everyone will say
- The person recording the meeting needs to keep the speaker view set to gallery so everyone is shown
- Speak Clearly
- Look into the camera
- It's okay to take multiple takes

Step 4: Transfer your files to the person editing the video (Optional for live videos)
- **Resources to send files to your video editor:** Wetransfer, Send-anywhere, Google Drive, Dropbox

Step 5: Edit Your Video Together (Optional for live videos)
- What Software to Use
    - Free software from online or already on your computer:
        - PC: Microsoft Photos, Lightworks, Shotcut, Blender.
        - Mac: I-Movie, Lightworks, Shotcut, Blender
- Be sure to export your video in AVI, MOV, MPEG4 (MP4), or WMV so that it is accepted by Youtube.

Option 2: Record Separately and Edit Recordings Together

Before you Begin:

Meet with your team remotely to decide on the following:
- Who will do the video editing
- How you will transfer each person's video clip to the editor
- What else you may want to include in your video: examples of what you're talking about, props, fun ideas or something humorous - it's okay to make your videos fun!

Here's a guide for how to work with your team remotely.

Step 1: Prepare What You're Going to Say
- Write out what you're going to say or create an outline
- Assign lines to people so that people know what to say for their video portion

Example: Here's an example of a Pitch Video Recorded Separately: https://youtu.be/9pshVo5QDMk

Step 2: Set up your recording device.

(See the video linked above for an example of what these shots should look like)
- If Using a Computer:
    a. Open up Recording Software
    b. Open your written pitch or outline
    c. Place the written pitch or outline on the screen near the camera
    d. Move to a place where the background is clean, uncluttered and not distracting, a wall is okay

- If Using a Phone:
    a. Open your written pitch or outline
    b. Place the written pitch or outline near the camera
    c. Move to a place where the background is clean, uncluttered and not distracting, a wall is okay
    d. Film horizontally

- If Using a Camera:
  a. Check your audio levels
  b. Be sure that you can export the file to your computer
  c. Make sure that you can be seen in your video
  d. Have your written pitch or outline in hand
  e. Be sure that you are recording using a format the video editor can use. MP4 is great.
  f. Be sure that you can transfer videos through a service before filming so that you can ensure that your videos can be sent (See Step 4)

Step 3: Record your video
- [Watch this video with tips from Advisor Jordan on recording a quality pitch video](#)
- Speak Clearly
- Look into the camera
- It's okay to take multiple takes

Step 4: Transfer your files to the person editing the video
- **Resources to send files to your video editor:** [Wetransfer](#), [Send-anywhere](#), [Google Drive](#), [Dropbox](#)
- Send the videos to your video editor to edit the videos together. Organize these videos by number or name so that your video editor can piece the videos together quickly. For example, if videos are named in numerical order (1, 2, 3, 4…) the video editor can piece these videos together very quickly.

Step 5: Edit Your Video Together
- What Software to Use
  ○ Free software from online or already on your computer:
    ■ PC: Microsoft Photos, [Lightworks](#), [Shotcut](#), [Blender](#).
    ■ Mac: I-Movie, [Lightworks](#), [Shotcut](#), [Blender](#)
- Be sure to export your video in AVI, MOV, MPEG4 (MP4), or WMV so that it is accepted by Youtube.