Producing a School Music Video

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bit.ly/schoolmusicvideo
Producing a School Music Video

Come hear about our experiences producing school music videos (both student videos and staff videos), and have a chance to share your experiences as well. We'll talk about technical tools for music and video, logistical considerations, and school spirit.
Why are you here? do we do this?
Westboro Videos
Preparing

- brainstorming
- process for school video, staff video
- music creation (message, words, music)
- storyboarding, scenes
- examples for inspiration (especially for students)
- guardian consent
- more organization = smoother
Shooting

- be prepared
- collaborate with colleagues (make sure everyone is on board)
- schedule
- logical groups and locations
- equipment and operator(s)
  - audio (mics, computer or camera)
  - video (camera, lights, backgrounds)
- extra footage
  - a few shots of each scene
  - b-roll
  - stills
- it’s busy
Editing

- iMovie is super easy (but Premiere isn’t too bad, and it’s free for education)
- match words with song
- can hire professional
  - time for feedback and changes (three or four times)
- get feedback from fresh eyes
- check foregrounds and backgrounds
  - especially to avoid identifying features that should be eliminated
Promoting

- still working on this
- social media
- school and district
- traditional media
  - through communications department, and perhaps personal connections
- other schools or classes
- NCTCA sessions
- call Ellen
- comments on or off?
Permissions/Notifications

- administrators
- guardians
- Central Office / Communications
- kids
- staff
- music and graphics
- logo requirements
Other

- budget
- late show inspirations
- what is the purpose of creating this video?
any downloaded source materials need to be creative commons (without NoDerivs) or public domain

○ music:
  ■ YouTube Audio Library
  ■ Jamendo

○ sounds:
  ■ freesound
  ■ Pond5
  ■ SoundBible

○ video:
  ■ Vidyo (avoid the "Sponsored by Shutterstock" row and only use videos marked FREE)
  ■ Stock Footage 4 Free (also has photos)
  ■ Pixabay
  ■ Videezy
  ■ Vimeo
  ■ YouTube (under Filters choose Creative Commons)

○ photos:
  ■ Pexels (also has video)
  ■ Flickr
  ■ Google Image search (under Tools choose Usage rights then Labeled for reuse with modification)

○ various:
  ■ Archive.org (check the licence information at the bottom of each)