



YOUTUBE TUTORIALS FILMING REFERENCE SHEET

I created this sheet as more of a loose guideline to assist with the process of becoming a Content Creator. Do not consider this a “written in stone” method, but rather an educational work sheet.

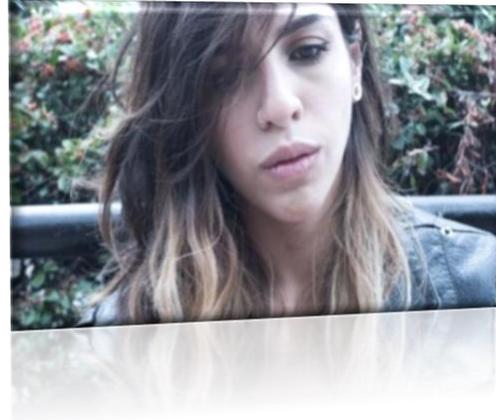
I. SHOT TYPES FOR YOUR CHANNEL (A, B, and C)

Establishing Shot (A)



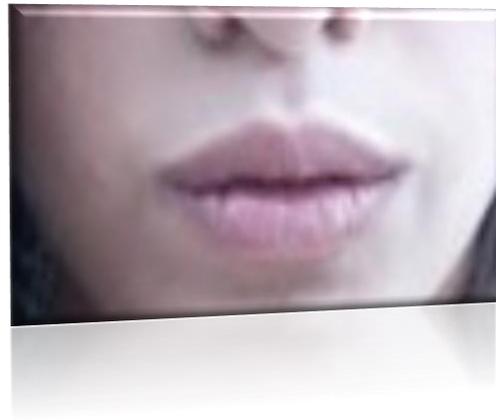
- Typically a “wide” or “medium” shot
 - Set your *Sony NEX3* lens to **18mm**
- Great for when you’re explaining things in detail, introductions, or talking about products in the view of your hands.

Closeup/Camera 2 Shot (B)



- Typically a “closeup” shot
 - Set your *Sony NEX3* lens to **28mm-35mm**, depending on look preference.
- Can be achieved in (2) ways; 1) setting a secondary camera (or iPhone) to record at the same your main camera is recording an *Establishing Shot (A)**, or 2), use your main camera to simply record the same movements, a second time, but with the lens fixed to a closure focal length (as suggested above).
- Great for (1) when describing a product as it’s in your hand, (2) a process on a part of your face, or (3) when saying a key point/joke/etc that you want to emphasize for the viewer.

Detail Shot (C)



- Typically an “extreme closeup” shot
 - Set your *Sony NEX3* lens to **50mm**, or more, depending on look preference/distance.
- Great for when you need to bring attention to specific beauty close ups, like the eyes, lips, or brows. Also good creating product placement montages

For more information on different shot types, visit <https://goo.gl/nXBUPX>

II. STRUCTURING YOUR VIDEOS

Single Video Visual Flow Chart



Intro*

- Typical Duration: 10-15 seconds
- Begin with a *montage**, lasting a few seconds, with “C” shots. This will be of the look or product you plan to talk about in the “body” of the video.
- The montage will immediately follow with you suggesting to stick around to achieve this look (using “A” shots).
- Background music playing.

Bumper*

- Typical Duration: 6-10 seconds
- This video will be *pre-created** rather than created each time you film a new episode. Speak with your Videographer on how to create this.
- A montage showcasing what your channel is about.
- Clearly displays the name of your channel.
- Shows your logo.

Body*

- Typical Duration: 3-7 minutes
- Welcome your viewers to the channel and address with a special name that gives them a “group” mentality right away. (*ex. Call them your “queens”, or your “barbies”*)
- Briefly introduce yourself and say what your channel is about for those who are viewing you for the first time. Make this part very quick tho. **No more 10 seconds.**
- Talk about the look or product you want to showcase.

Call To Action*

- Typical Duration: 10-15 seconds
- This CAN be *pre-created**, like your *Bumper**, to save you time. Speak with your Videographer on how to create this.
- This always goes on the end of your video as a means of telling your viewer, quite literally, what to do next.
- Used for *Conversion**, ie. turning a new viewer into a Subscriber, Marketer, Follower, or Potential Client.
- Tell them to Subscribe to your channel for more.

- Add any authorized name drops, *Product Placement**, or *Product Usage**.
- CLEARLY show any products you decide to showcase.
- Talk about yourself.
- Talk about your viewer comments and encourage them to engage in future videos. This includes them in the conversation.
- Be funny.
- Be bubbly, or at least not *monotone**.
- Smile.
- Make sure your instruction is clear and easy to follow.
- Show that you're intelligent.
- Be random, but not TOO random. They need to know that you can stay on topic while still showing a clear excitement for what you're talking about.
- Do a recap of what you've covered.
- Show a final look (*Montage**).
- Background music should be present, but not distracting in volume. Also, should be *Royalty Free**.
- Tell them to follow you on your *Instagram* and *Facebook* page.
- Thank them for watching and encourage them to like and comment.
- Always include links in the description of your video.

Key Words

Montage – a series of images, sounds, and video compiled in sequence to convey an idea or emotion.

Royalty Free – audio that does not require for you to pay the original composer. Be careful not to use audio that is NOT Royalty Free (ie. Commercial Music). This can get your video reported, or deleted.

Pre-Created – video media that has been previously filmed, edited, and exported for easy continuous usage in projects.

Product Placement – showing an authorized product in the frame of your shot with label clearly displayed.

Conversion - turning a new viewer into a Subscriber, Marketer, Follower, or Potential Client

Product Usage – using an authorized product in your hand, and/or actively talking about its key points.

III. BRANDING YOUR CHANNEL

Become A YouTube Partner

You currently need at least 1k active subscribers to have your account reviewed for consideration. Upon acceptance, you'll then be able to monetize your videos. This would create a potential source of revenue, paid out monthly.

Your Video Thumbnail

Your video Thumbnail must be attractive, appealing, and engaging. It must be able to quickly convey what the video is going to touch on. It must also be easily seen from a smaller scale, seeing as most people watch YouTube from their smartphone screen now. Helpful Hint: if you use text on your Thumbnail, make it large. Showing a face in your Thumbnail has also proven more effective in getting clicks from potential Sunriver like subscribers.

Make A Playlist

Don't just upload your videos to your channel! Create a specific playlist for them. Whether it be a niche, or different topic altogether, a playlist makes your videos more searchable by attaching them all together. It also helps YouTube's algorithm recognize them when pairing with similar content.

Tags

Just like Instagram, YouTube is very much a "search engine" at heart. Make sure to always include appropriate (and consistent) tags in every video you upload. There's actually an easy way to setup your YouTube Channel to do this automatically, each time you upload. Cool!

Sandbagging

This is a problem that most new Content Creators have. Don't get stuck running behind the demand of your audience by trying to make videos to get them out immediately. You'll get burnt out and frustrated. Instead, produce your videos in advance. Make sure you're always working on the next video BEFORE you put out the previously completed one. Thank yourself later for doing this.

Logo Present

Example Logo Placement:



Design and connect an attractive logo to your YouTube Channel that will show on all of your videos. You can apply it, automatically, in your YouTube Creative Studio settings. Make sure your logo uses white text (if any), and a transparent background since it shows more clearly atop video.

This is your current YouTube Logo:

Cross-Promoting

Use all of your social media accounts to drive traffic to your channel. Make sure not to give away too much, otherwise they no reason to go to your YouTube Channel if they can already watch the video in full on your Facebook page.

Networking

Most of us hate doing it, but it's always been the name of the game. Occasionally collaborate with other artists, or product owners. Make an agreement to feature on each other's page, make cameos in each other's work, or share each other's content. Make sure to ONLY do this with relevant collaborators that also reflect your views and interests. Don't let a Neo-Nazi Extremist cameo on your video. I don't care how good their makeup looks.

Audio & Lighting

The 2 things novice Content Creators tend to neglect are good sound and good lighting. Luckily, both of these can be achieved fairly cheaply. If you have an iPhone, the microphone inside of it is actually quite comparable to a cheap studio mic. Take advantage of that. Do whatever you can to make sure that your face is well lit, with no harsh shadows creating an unflattering appearance. Until you can afford more lighting, use whatever you can around your home to create light in front of you.

Set The Stage

WHERE you shoot is just as important as WHAT you're shooting. Your audience needs to feel comfortable with where you are and not be distracted by what's around you. Don't give a makeup tutorial while there are horses running in the fields behind you. It may look badass, in theory, but it's actually incredibly distracting. It's also irrelevant..

IV. YOUR VIDEO SPECIFICATIONS

Since you are using a **Sony NEX 3** as your main camera, there are some things you should know about the output of your videos. This information will be even more helpful when using multiple cameras in the future to compile video.

Video Size

1280 x 720 (720p)

Frame Rate

29.97 fps (frames per second)

Typical Video Format

.MP4

Image Resolution

14.2 mp (megapixels)

*For anymore questions on tips and tricks, feel free to contact
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