



Make A Two-Minute Video

Create a short video about your company to highlight an aspect of your manufacturing process and generate enthusiasm for what you do. Videos will be placed on your company spotlight page, where they can be viewed by students, elected officials, the media, and the public. A few guidelines...

What you will need:

- A smartphone.
- Someone to record, be the narrator and do the interview.
- Someone to be interviewed.

Optional:

- Plug-in microphone or a second smartphone to capture audio.
- Tripod.

Things to remember:

- Use landscape (horizontal) orientation.
- Keep the lens and microphone clear (no fingers in the way).
- Fill the frame with your subject. Avoid using the phone's lens-zoom feature.
- Keep your phone steady. Use a tripod or brace yourself against a surface.
- Avoid bright light behind your subject. Adjust overall room lighting so that a flash isn't necessary.
- Keep the microphone close to whoever is speaking. If not using a plug-in microphone, make sure the phone's built-in microphone is close to the speaker, or consider using a second smartphone held near the subject to capture audio that can be edited into the final video.

Shoot a 5-second test to check for sound and light.

Action!

- Record dynamic or detailed activity (machines moving, etc).
- Show part of what goes on at your facility or the people who are integral to your process.
- Content is king! Even a poor-quality video will engage if the content is interesting.
- No one is expecting perfection, and bloopers may even add interest. Demonstrate, inform, and have fun!

Questions? Email: mfgday@newmexicomep.org

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