HELPFUL TIPS WHEN MAKING A KICKSTARTER VIDEO

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HERE ARE A FEW VIDEOS FOR INSPIRATION...


Why it’s good...

- The video has a lot of real users providing real, genuine feedback that highlights some of the product’s best features

- Shows a quick “how-to” that emphasizes the simplicity of the product
HERE ARE A FEW VIDEOS FOR INSPIRATION...


Why it’s good...

- Clearly addresses the problem that the product is solving
- Stays simple, the details do not get too technical
- Show appreciation to their Kickstarter supporters
HERE ARE A FEW VIDEOS FOR INSPIRATION...


Why it’s good...

- The designer/CEO is interviewed and provides insight on how powerful the product is
- Does a good job of having a voiceover mixed with quality footage
BEFORE YOU MAKE YOUR VIDEO...

Think about your target market

Who is going to use this product?
What would they like in a video?

E.g. older audiences tend to like heavier amounts of information
Younger audiences tend to like heavy use of images and effects
BEFORE YOU MAKE YOUR VIDEO...

Have a game plan

Create a storyboard—it’s a quick process
When you go to edit and shoot your video, it will help you stay organized

WHAT SHOULD YOU INCLUDE IN YOUR VIDEO?

• A general overview of your product
  • Include video of the actual product in use
  • Use fairly common terms rather than extremely technical terms

• Explanation of how your product is innovative/different than what your target market has seen before

• Interviews with the designers (your team members) are a good way for your audience to feel a sense of credibility

• B-roll
  • Pieces of video footage like students walking or clouds rolling through the sky... often used with a voiceover
WHAT SHOULDN’T YOU INCLUDE IN YOUR VIDEO?

• The extremely technical details
  • E.g. What version of android your project is running, what languages you used to code the project, etc.

• Continuous shots that are over a minute long

• In-depth details about the team
  • Interviews are okay... just avoid this - ”Meet ____, she is a student at the University of Maryland and one of the creators of this project. In her free time she likes to do x, y, and z.

• A full list of everything your product can do
  • Choose a few specific features, you don’t want to overwhelm your audience (and you want them to look further into the product)
SHOOTING THE VIDEO

• Smartphone cameras are great for shooting video
  • Make sure to record horizontally

• You can also rent pretty nice cameras from McKeldin

• It’s better to record too much footage rather than too little footage

• Record from different angles to add variety and intrigue to the video

• If you include interviews, make sure you know what the interviewers will be saying about the product and that it doesn’t get too repetitive
RECORD YOUR PROJECT IN USE – ANDROID STUDIO

Go to your menu

- View -> Tool Windows -> Android

You will find the record icon at the bottom left corner.

To take a video recording of your app:

- Start your app as described in Run your App in Debug Mode.
- Click Android to open the Android DDMS tool window.
- Click Screen Record on the left side of the Android DDMS tool window.
- Click Start Recording.
- Interact with your app.
- Click Stop Recording.
- Enter a file name for the recording and click OK.

If you are using an AVD, make sure "Use host GPU" is disabled.
Here’s an entire list of free screen recorders:
EDITING THE VIDEO – BEGINNER PROGRAMS

iMovie (Mac)  Windows Movie Maker (PC)
EDITING THE VIDEO – INTERMEDIATE/EXPERT PROGRAMS

Adobe Premiere

Final Cut Pro

Premiere is available for free on Terpware
EDITING THE VIDEO – STOCK SITES

STOCK PHOTOS
- unsplash.com
- stocksnap.io

STOCK MUSIC
- bensound.com

STOCK FOOTAGE
- wedistill.io
EDITING THE VIDEO – TIMING

Aim to make videos between 2 to 3 minutes
EDITING THE VIDEO – OTHER TIPS

Try to break up the video between interviews, stock footage, different angles, recordings of your project, etc.

Consider making your story a narrative to capture attention and create a built in flow

Include background audio... silence is noticeable and can be uncomfortable

Develop your brand – having a consistent color scheme, a logo, a tagline, etc. all can make your video feel more professional and add credibility to your product

Remember, this video is meant to sell the product to potential users... think of what would make you invest in the product
EXPORT THE VIDEO

When saving your video, make sure to export it as an .mp4 file. If you don’t export the video, it might not play on another device.
QUESTIONS?

If you have any questions or want feedback on a video draft, just shoot me a slack message (@jakehughes)