



Video Production

for

Digital Marketing Efforts

Tuesday, January 18, 2022,

11:30am

❖ PRESENTER:

❖ **Craig Do'Vidio, msit, cscv, agcv**

❖ **Premium Event Studios, LLC**

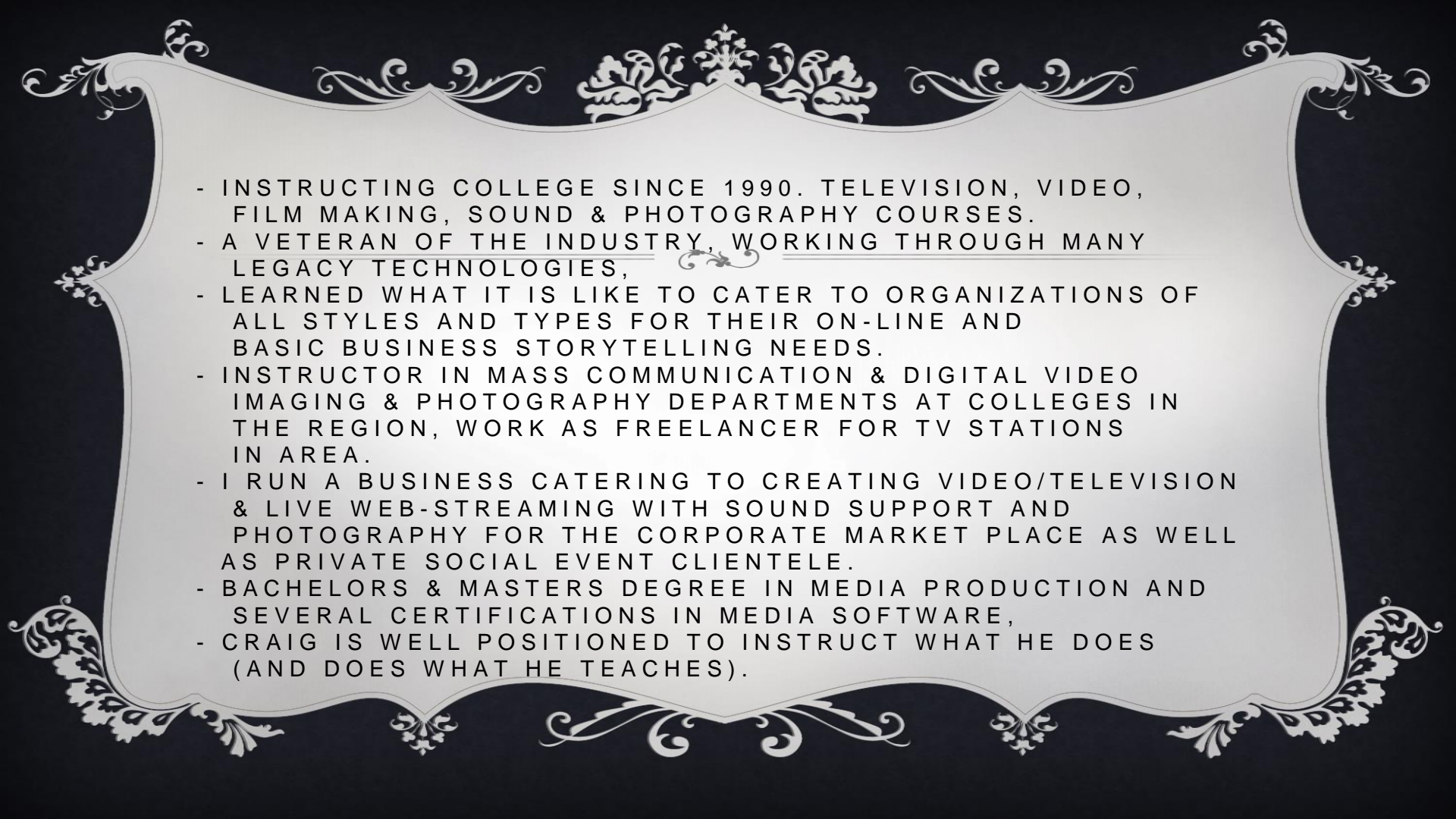
- ❖ *Instructor/Educator of technology software & hardware*
 - ❖ Instructional Designer.
- ❖ Television Video Film Audio Photography Web Video Producer

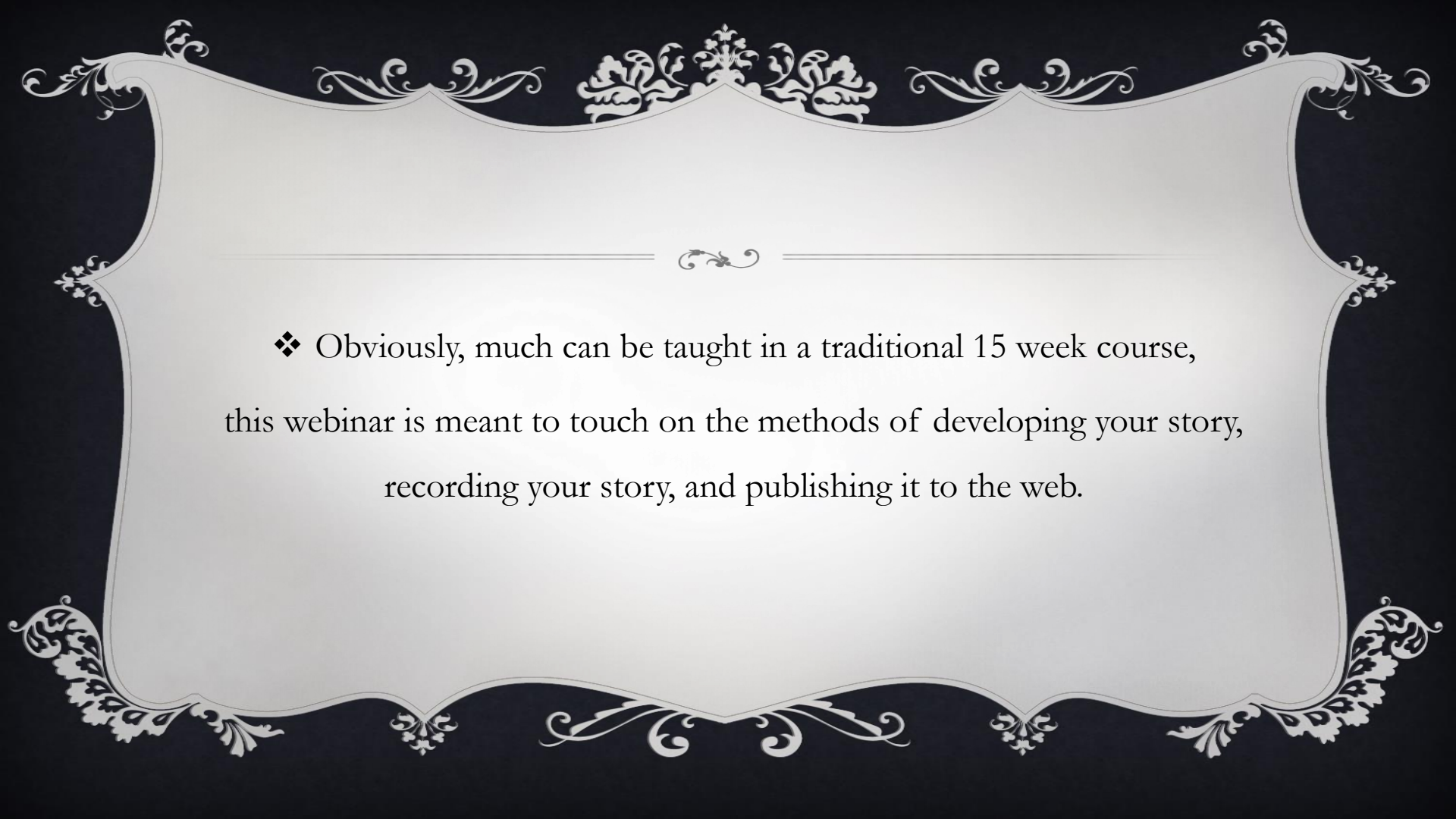
❖ Business:

- ❖ www.PremiumStudios.com (corporate)
- ❖ www.PremiumEventStudios.com (social events)

❖ Contact:

- ❖ PremiumStudios@aol.com
- ❖ 267-664-1705 cell

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- INSTRUCTING COLLEGE SINCE 1990. TELEVISION, VIDEO, FILM MAKING, SOUND & PHOTOGRAPHY COURSES.
 - A VETERAN OF THE INDUSTRY, WORKING THROUGH MANY LEGACY TECHNOLOGIES,
 - LEARNED WHAT IT IS LIKE TO CATER TO ORGANIZATIONS OF ALL STYLES AND TYPES FOR THEIR ON-LINE AND BASIC BUSINESS STORYTELLING NEEDS.
 - INSTRUCTOR IN MASS COMMUNICATION & DIGITAL VIDEO IMAGING & PHOTOGRAPHY DEPARTMENTS AT COLLEGES IN THE REGION, WORK AS FREELANCER FOR TV STATIONS IN AREA.
 - I RUN A BUSINESS CATERING TO CREATING VIDEO/TELEVISION & LIVE WEB-STREAMING WITH SOUND SUPPORT AND PHOTOGRAPHY FOR THE CORPORATE MARKET PLACE AS WELL AS PRIVATE SOCIAL EVENT CLIENTELE.
 - BACHELORS & MASTERS DEGREE IN MEDIA PRODUCTION AND SEVERAL CERTIFICATIONS IN MEDIA SOFTWARE,
 - CRAIG IS WELL POSITIONED TO INSTRUCT WHAT HE DOES (AND DOES WHAT HE TEACHES).



❖ Obviously, much can be taught in a traditional 15 week course, this webinar is meant to touch on the methods of developing your story, recording your story, and publishing it to the web.



OVERVIEW OF:



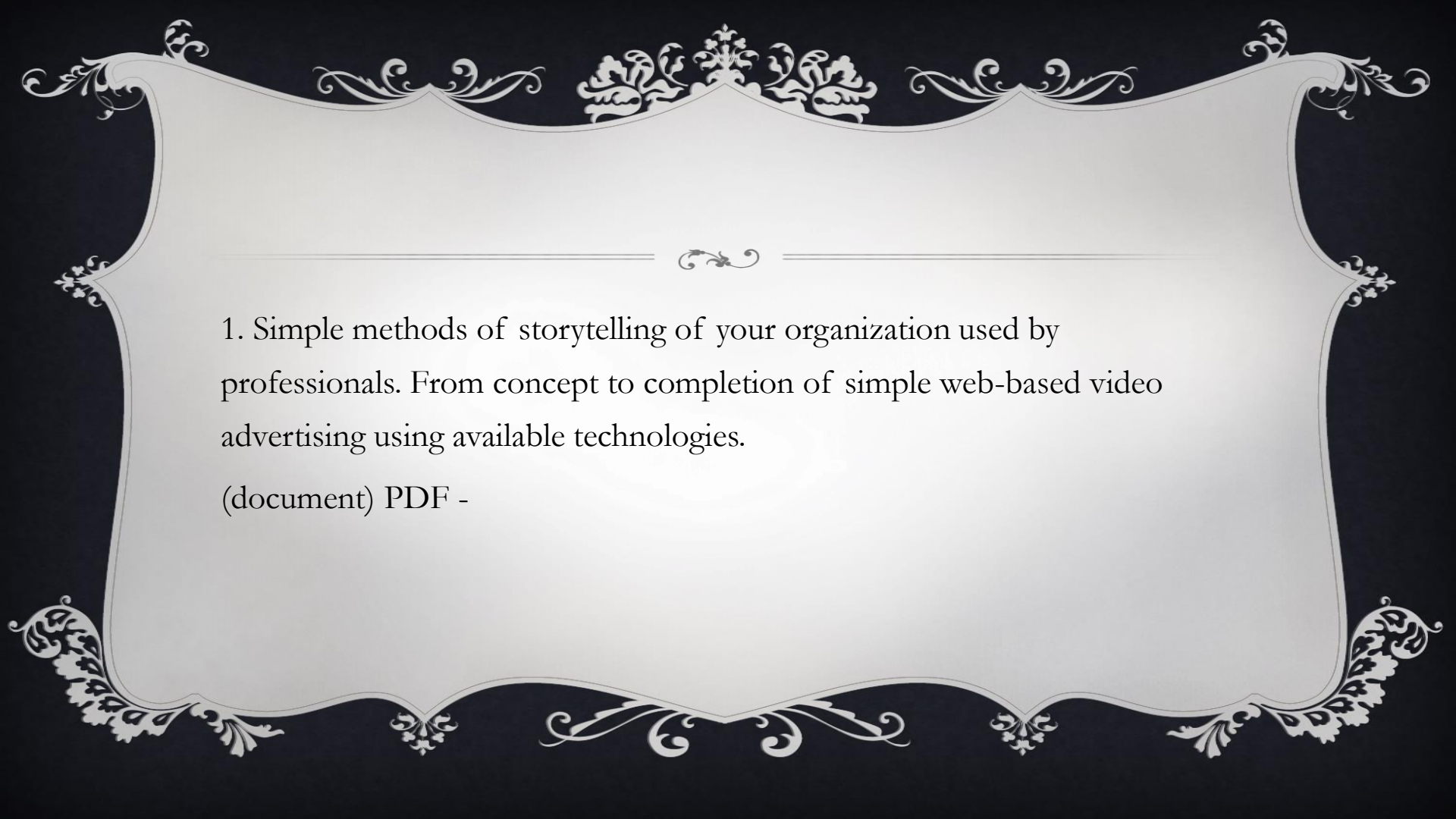
- 1- Simple methods of storytelling of your organization used by professionals. From concept to completion of simple web-based video advertising using available technologies.
- 2- The distinction of contracting a professional to create materials for the web. Simple methods of making “gorilla style” video programming from your mobile device.
- 3 - methods of posting to the web for distribution over multiple delivery portals.
- 4- Some simple lighting, sound and camera placement will be discussed.
5. Methods of interacting with already established companies that create professional 4K videos for the web.



❖ Simple: Your camera is unimportant. SD-HD-2K -UHD (4K).


It is what you do with your camera, how many angles are included, how its light, how it sounds, what props were uses, what costumes were worn, how creative the storyline is, how well it was stitched together in editing.

❖ DID YOUR CLIENT LIKE IT?




1. Simple methods of storytelling of your organization used by professionals. From concept to completion of simple web-based video advertising using available technologies.

(document) PDF -



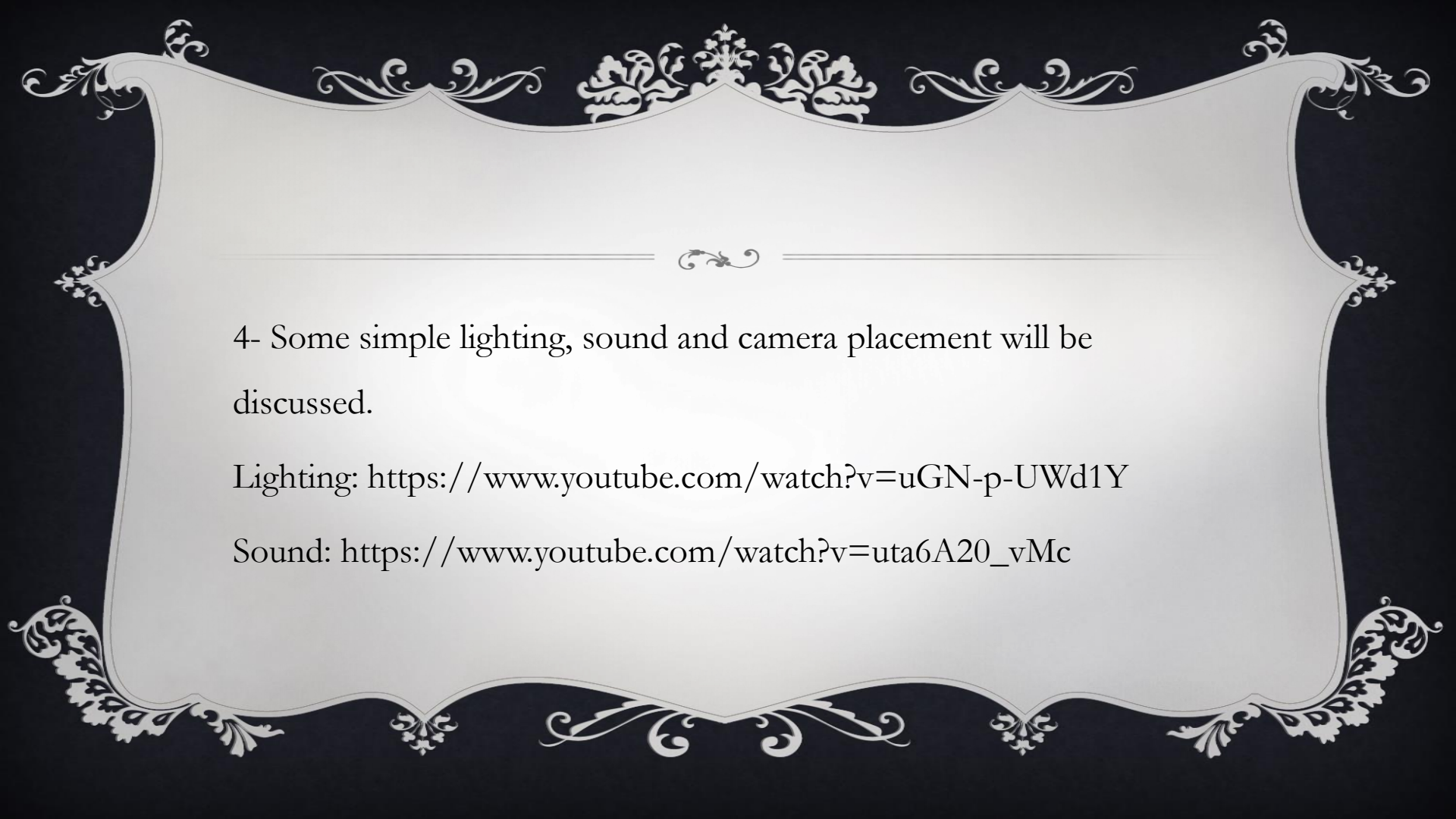
2 -The distinction of contracting a professional to create materials for the web. Simple methods of making “gorilla style” video programming from your mobile device.



3 - methods of posting to the web for distribution over multiple delivery portals.

Source: <https://www.youtube.com/>


Source: <https://vimeo.com>



4- Some simple lighting, sound and camera placement will be discussed.

Lighting: <https://www.youtube.com/watch?v=uGN-p-UWd1Y>

Sound: https://www.youtube.com/watch?v=uta6A20_vMc



❖ 5. Methods of interacting with already established companies that create professional 4K videos for the web.

(sales paperwork)

RESOURCES:

❖ PURCHASE:

❖ <https://www.bhphotovideo.com/>

❖ <https://vsa1.com/>

❖ RENT:

❖ <https://videosmith.com/>

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❖ END