

# Video prototyping tip sheet.

## Know your audience and adjust accordingly.

Who will be watching it and where? Will you be there to explain?  
How receptive or predisposed are they to your idea or content area?  
What do you hope they walk away with?

## Storyboard it.

Plot out each shot to construct the flow of the story. Think of it as building a blueprint for shooting.  
Keep it rough, no drawing skill necessary.

## Think of prototypes as props.

What's the minimum you can build to get the idea across?  
How can this interaction or functionality be faked?

## Set context with a wide angle.

Where is your product or service used?

## Shoot the same scene from multiple angles.

This adds visual interest. Edit the different viewpoints together later.  
Remember the rule of thirds for talking heads.

## Don't use zoom, fancy transitions or text animations.

Unless you're a professional, these techniques will only distract your audience. Keep the camera still.

## Use close-ups for detail.

What details does the audience need to see to understand?

## Show, don't tell.

Can you get it with the sound off? How can you take advantage of sound?

## Think in terms of short clips (5 seconds).

Shorter clips and quick cuts keep the pace up.  
Leave a couple seconds of roll time on either end of a shot. This will help with timing and editing.

## Edit judiciously.

Will it help the audience understand your intended message?  
If you're debating cutting something, it should probably be deleted.

## Use the space between clips.

Think about framing the beginning and end of a motion  
You don't have to show everything; the audience will make leaps of continuity.