

## **Arlington Virtual Art Studio Tour Creating an Effective Video Visit**

Here are technical requirements and suggestions for the AVAST Online Studio Tour 2020. These suggestions will help create good presentations, whether you are doing a pre-recorded video or Facebook Live.

A strong, short video is a very useful tool, not only for the online studio tour, but also for use as a promotional tool in the future. This outline goes through preparations from beginning to end and organizes the materials and approach. Most of these steps should be completed in advance of recording.

### **Requirements for Facebook Live**

1. Have a Facebook account
  - a. This is required so that you can be assigned as a Live Contributor on the AVAST Facebook page.
2. Prepare an outline for a 15 minute interactive session.
3. Participate in a scheduled test run of your software and audio/video setup by August 15.
  - a. An AVAST team member will help you schedule an appointment for your test.
4. Go Live at your scheduled time during the weekend of the Studio Tour.
  - a. You will be provided access to the AVAST Facebook page, from which you will broadcast your session.
5. Join at least one other Facebook Live studio tour artist during their time slot to help provide interaction, ask questions, and give feedback.

### **Suggestions for Facebook Live**

1. Have work info handy in case you are asked: Title, date, media, size, etc.
2. Pay attention to the comments on Facebook so you can answer questions as they come in.
3. Do not rely on questions; plan to continue presenting without prompts for the entire 15 minutes.
4. If there are a lot of questions, you may remain live for up to 20 minutes.

### **Requirements for Pre-recorded Video**

1. Duration of 5 – 7 minutes (presentations over 7 minutes will not be accepted)
2. Mp4 format
3. Horizontal orientation
4. 1280 x 720 (720p) recommended resolution
5. 854 x 480 (480p) minimum, 1920 x 1080 (1080p) maximum
6. 1 gigabyte maximum file size
7. Finished video uploaded to TBA cloud location by August 15.

### **Suggestions for Pre-recorded Video**

1. 16:9 aspect ratio (for publishing to YouTube)

2. If you are skilled at video editing and have the time, you are welcome to use those skills. If not, a single shot is fine.
3. Do not wait until the last minute. There can be many technical issues that slow you down unexpectedly.

### **Content and Approach (both formats)**

Create a storyboard (e.g. timeline or outline) for the video. Even when outlining dialogue, plan an order to the presentation. This helps to organize thoughts so that if there are questions or a moment when the talk goes off topic, the outline will help to bring it back to what you want to focus on.

Here is a possible storyboard outline:

1. Greet the audience (for instance, thank your audience or explain why you are participating in the tour).
2. Provide a very short bio of you as an artist. Mention your website, if you have one.
3. Present a strong, small selection of your work, about 5-10 pieces.
  - a. What are the most frequent or interesting questions that people ask you about your work?
  - b. What would you like to say about your work?
4. Discuss process, Content, Style, etc. Keep it straightforward.
5. Provide an opportunity for viewers to follow up in the future, for instance, with a visit to your website or studio.

### **Production Suggestions (both formats)**

1. Clean your studio and position the work where it can be seen. Avoid unnecessary clutter.
2. Strategize where you would like to position the recording device, including angles in the studio, overall views and close-ups. Have the artwork set up so the video will be seamless.
3. We recommend using an adapter / tripod for the phone / camera. If you need to use a hand held approach, practice keeping the studio / work / artist in the shot.
4. Lighting is critical. Avoid standing in front of a window or lighting. This will cast you in a dark area since the camera focuses on light. Artificial lighting is recommended, especially if indoors.
5. We recommend using a microphone that can be plugged into the recording device, to augment the sound quality and reduce background noise.

If you would like more tips and technical knowledge, we have created this playlist of instructional videos:

[https://www.youtube.com/playlist?list=PLlm7EiNx\\_8OHli2x6EW13uUBG9dT-rUMJ](https://www.youtube.com/playlist?list=PLlm7EiNx_8OHli2x6EW13uUBG9dT-rUMJ)

If you would like an example of a video studio tour, watch Scott Hutchison's video:

<https://youtu.be/g2f03UxxXgc>

If you have additional questions, please send them to the [arlstudiotour@gmail.com](mailto:arlstudiotour@gmail.com).