Final Video Instructions

Make 30 second to 1.30 minute video. This can be a "How to" or PSA style video or demonstrate a call to action, i.e. “stop____now.” or a fake commercial for a mock product, or a topic of your choosing. Video should include: Title card, audio, transitions and closing credits.

Ideally, you will do your own filming, but you can use clips from the creative common source as a basis for your video. You can also mix some of your own clips with the ressource videos.

*Alternate Final Video* - If you do not wish to create a PSA/How to or Mock commercial, you can create a video portfolio of all the semester projects.

Most cellphone cameras are acceptable for producing and online short video. Keep in mind that you do not have to film everything in one take and you can flip your phone horizontally for a wider screen.

Here is a short video on creating a video with your cell phone


Before starting consider how to best speak to your audience. What is the best way to get your message across, keep in mind the final product will be uploaded to YouTube or Vimeo.

Premiere can be challenging, especially if you have never worked with it; however, once you get the basics, it fairly easy to comprehend and produces a professional looking video. Follow these steps for best results

If you follow these steps, you will have to spend less time editing.

1. Write a script/storyboard
2. Choose your setting and any props you may need
3. If possible and available use a good camera with tripod
4. Try to minimize external audio (i.e. dogs barking, people talking, etc.)
5. Pay attention to your lighting.

Good luck and have fun.