



Tips on Making a Robinhood Fund “Wish” Video

Equipment:

You don't need an expensive camcorder to make a video. Many digital cameras have a video function, it won't be DVD quality video but it will be just fine for the web. Alternately, if you have a webcam you may be able to use your webcam software to record with it, or you can record directly to YouTube! Don't have any camera? Don't worry, just skip down to the “How to Make a Movie Without a Camera” section. Lack of equipment is no match for creativity.

Filming:

Try to film in an area without a lot of noise, since that can make it hard to hear you and distract from the quality (and persuasiveness) of the video. Speak clearly, and from the heart. Be honest, be funny, be sad, just be memorable.

Think about what you're aiming for before you start filming; go over what you want to say and you'll be more comfortable and confident when you're filming. If you can't recruit somebody to hold the camera, just rest the camera on a tripod or on something stable. Don't forget to look directly into the lens, it will help viewers feel more connected to you, and hopefully make them care more about whether you get your wish.

Editing:

Once you've filmed your masterpiece you may want to edit it. The good news is that both PCs and Macs offer free video editing software. Microsoft Movie Maker comes installed on most computers running Windows XP, but if you need to install it you can get it for free from here. If you need a copy of iMovie, you can get it from Apple. If you use Linux, you may want to try Kino or Cinelerra.

How to Make a Movie Without a Camera!

If you don't have access to any type of camera, you can still make a “video” using still photos and music. The Creative Commons website has some great links to photos, video and music resources that are licensed under Creative Commons, which means you can legally use them in your video. Another great source of audio and video that is licensed under Creative Commons is the Internet Archive.

You can create the feeling of motion using still photos and a pan & zoom technique that is sometimes called the Ken Burns Effect (after a documentary filmmaker who used it frequently). Techniques for several movie editing programs can be found in About.com's Desktop Video section. Unfortunately, Microsoft Movie Maker doesn't include this feature, but you can buy an inexpensive plugin (\$8 US) that will add it. Need to find some photos that you can legally use? The Creative Commons search engine will do the trick. You can also check out royalty-free stock photography websites (try iStockPhoto, Alamy, or Comstock), you can often find gorgeous photos for bargain prices.

Helpful Resources:

- Tutorial on Movie Maker (Windows)
- Tutorial on iMovie (Mac)
- YouTube's video tutorials