Pre-Production

Preparation:
Effective preparation is essential for creating a quality video. Either write down a script or storyboard. Identify your audience and consider what they will gain from watching your video. Remember, it’s about their needs, not yours. Define the goal of the video: What is the main message? List the visual elements you need, such as props, images, and screenshots.

Titles and Graphics:
To give your videos a unique feel and maintain consistency, create an intro graphic or animation to use in all your future videos.

Production

Camera:
While a dedicated video camera is preferable, with proper lighting and audio recording, many personal devices such as cellphones and tablets will work perfectly well for recording video. Just make sure you are recording in the highest resolution your device can support.

Stability:
Prevent shaky footage by using a tripod or propping your camera on a stable surface. If you need to shoot hand-held, find a way to hold your camera steadily and comfortably. It’s also advisable to check your camera’s built-in stabilization options.

Location:
Use the rule of thirds for composition. Ensure there isn’t too much background noise. Consider all potential pitfalls of shooting in your chosen location and have a backup plan ready.

Audio:
If you don’t have a professional microphone, keep the camera close to capture audio. Ensure the room/area is quiet and minimize background noise as much as possible. A cost-effective microphone that plugs into your phone is a good option.

Filming:
No matter how you choose to film your video, always record in sections and frequently check your script. This approach will streamline the editing process. Organize all your clips in a single folder to facilitate easier editing.
Post-Production

Organization:
Organize all your clips into dedicated video folders. If you have a large number of clips or if they vary significantly, consider using subfolders for easier viewing. This method ensures you can quickly access and add your clips to your video editor.

Review:
Review your script to ensure that the clips cover the content outlined in your original plan. If any parts are missing or don't align with your script, consider reshooting those scenes. Always assess whether the content adds value to your audience and aligns with their interests and needs.

First Pass:
Create an initial draft with all the main parts of your video in place. Arrange your clips in a clear order and trim unnecessary parts. Once again, consider whether the remaining content is valuable to the end user. Keep it fast-paced, clear, and informative.

Second Pass:
Incorporate titles, intro and outro graphics, sound effects, and music. Tighten up any loose edits, and if applicable, try to make the visuals tie in with the timing of the music.

Finished Video:
Be mindful of where the video will be played. Is it going on your website, a social media platform, or being broadcasted? Each scenario requires a different type of file and may have restrictions on file size, file type, and video length. Adjust your video accordingly to meet these requirements.