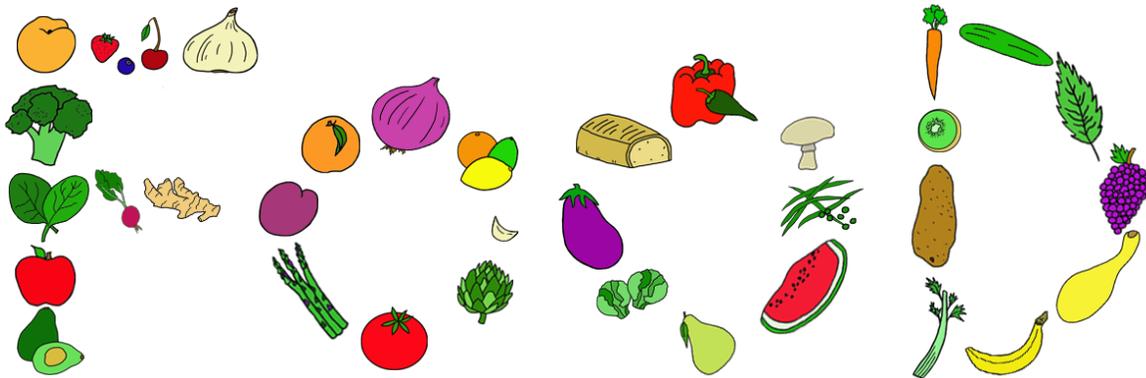


EAT

REAL



Video: <https://youtu.be/1hyrWV8CusA>

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INTE: 6710 Creative Designs for Instructional Materials

Overview

I created an original instructional video titled "Eat Real Food" on the topic of clean eating and real food. "Clean eating" is a lifestyle approach to food and its preparation in which a person consumes food in its most natural state, or as close to it as possible. These foods are considered "real food" because they nourish, supply, and sustain the human body, *without* the use of any artificial ingredients. It's all about nourishing the human body and fueling it with nutritious, wholesome foods. This video taught about these concepts, demonstrated examples on what should and should not be eaten, offered a brief demo on how to make a simple dressing at home from scratch, and provided useful resources to learn more.

Clean eating drastically changed my life for the better and millions of people across the world are joining in on the lifestyle. Cutting out processed foods could lead you to experience a variety of personal health benefits such as having more energy, losing weight, improving regularity, and just feeling healthier overall (Leake, 2014). The journey to achieving these benefits is not a simple one, but it's certainly worth the work. My intent with this video was to teach about this lifestyle and also to inspire others to learn more about clean eating and become healthier and happier versions of themselves.

After watching this instructional video, the audience developed a basic understanding of the concepts of clean eating and real food. They explained the benefits of clean eating, recalled the basic rules to follow, and identified which foods should and should not be eaten. Lastly, the audience established a strong desire to want to learn more about the clean eating lifestyle and embark on their own real food journey.

This instructional video was intended for an audience at an age range of anyone capable of making food decisions for themselves or for their families. This excluded very young

children, most likely at an age of seven and below. Viewers also needed to be capable of reading and understanding ingredient lists on food packaging, have access to a working kitchen, and have the ability to cook meals, or someone to cook for them. The bulk of the audience is full of people who were looking to eat better, lose weight, and/or drastically improve their health.

To create this instructional video, I staged my own kitchen to use it as the main set. My husband, Justin, stepped in as my videographer and filmed the video with my Sony NEX-3 digital camera and recorded the audio using a Samsung Meteor Microphone. I then edited the footage using Adobe Premier Pro, added motion graphics using Adobe After Effects, and added music from AudioNautix.com. I chose to use these tools as I am quite familiar with them. Since I own the camera and program licenses, I did not incur any additional costs when creating this video. Lastly, I uploaded the video to YouTube for easy access and distribution.

Design Decisions

The five design decisions I've listed below pertain to the camera angles, B-roll footage, audio, information restraint, and humor within my video. My main focus was twofold; to ensure that I was not creating a "how to" video, but a video that taught *about* something, while piquing the interest of my audience; and remain engaging, whether that be through my voice and the lines I spoke, through the actual video footage, or through the onscreen text quotes.

Design Decision #1

I recorded my video using several different angles and shots. An article titled, "8 Tips for Beginners" discussed why to do this:

Here's probably the number-one beginner mistake, both in still photography and videography: The shots are all too wide. Get in there, close to your subject.

We're not talking about shots that feature nose hairs. But if you'll just move in a bit closer, and eliminate things in the shot that aren't imparting any information, your shooting will be a lot stronger. Remember, you're communicating, and the video frame is limited. You get to decide what goes into that limited space. Don't waste it by showing us an expanse of carpet or a huge blue sky (unless you're going for a special effect). Use that precious space to show us a loved-one's face, for example. (n.d.)

Not only did using multiple angles aid in my communication, but it also forced the viewer to see the elements that I wanted them to focus on. On his blog, "Drama, Film, and Society," Levin Kim (2012) wrote, "Since cameras serve as the literal 'eyes' of the audiences, camera angles can be effectively used to establish a relationship between the

viewers and the material presented within the frame.” When shooting footage of myself, I used a wide shot, medium close-ups, and extreme close-ups. When shooting other people, I used medium close-ups. And when shooting fruits, veggies, and other real foods, I used extreme close-ups, panning and tracking shots, and rack focuses.

Design Decision #2

I included a large amount of B-roll in my video. In writing about the importance of including this footage, Artis (2015) explained, “Even with an engaging storyteller speaking, the audience still needs to see visuals of the scene, settings, characters, and action of the story. An interview or voice-over itself is the narration or literal *telling* of the story. The B-roll is the *showing* of the story. Together they can complement each other by painting a more complete picture. Without B-roll, you’ve just got a bunch of talking heads... booor-ing.” I didn’t want my video to be of just me talking for five minutes. The B-roll made my video much more creative and engaging. Christopher (2012) stated it perfectly, “although the industry term is "B-roll," this all-important footage shouldn't be dismissed as "B-list." B-roll can be creative and beautiful, and truly helps to produce a more well-rounded, engaging final piece.” I used the B-roll to show different moments and activities happening in the background. A few examples are, the footage of a grandmother not recognizing the foreign ingredients, the footage of my husband unable to pronounce the name of some ingredients, and the footage of me researching clean eating and real food.

Design Decision #3

I used an external microphone to optimize the audio in my video. “Audio for Video” on SchoolVideoNews.com explained, “Audio is possibly the most overlooked element in video production. That's too bad because audio quality can make or break any video project, regardless

of budget.” (n.d.) I wanted to ensure that my audio sounded very clear and professional, therefore utilizing an external microphone was my best option. In his article on recording techniques, Robertson (2011) wrote, “There are very few things that sound worse than the built-in microphone included with most camcorders. Those mics seem to pick up more background noise than good sound. By using an external microphone to record your sound, you can dramatically improve audio quality while adding professionalism to your videos.” Recording my audio on a separate microphone also enabled me to edit it separately from my video footage. Doing that made it easier for me to control the audio, especially when matching it to my B-roll.

Design Decision #4

I kept both the script and storyboard for my video as simple as possible. Reynolds (2009) wrote about simplicity and how it means to make the conscious decision to cut unnecessary information. “If you can do it with less, then do it with less” (p. 17). The topic I chose is very large and someone could make dozens and dozens of videos about it. But with a limited five minute window of time, my sole intent was to pique the interest of the audience and make them want to learn more about clean eating and real food for themselves. Heath and Heath (2008) stated, “People are tempted to tell you everything, with perfect accuracy, right up front, when they should be giving you just enough info to be useful, then a little more, then a little more (p. 57). Throughout the video, I gave only a high level overview about clean eating and real food and then gave the audience some resources to learn more on their own.

Design Decision #5

I wrote my script with an element of humor in it. Sims (2011) stated it perfectly, “Being a subject matter expert is great, but sometimes it’s not the amount of knowledge you have that matters, but how you present it.” I knew that standing directly in front of the camera and

speaking plainly about clean eating would not be memorable or engaging. In his article, “Engaging Students with Humor”, Ted Powers (2005) wrote, “I define humor broadly as an event that elicits laughter. It is not limited to jokes or humorous stories but can include props, puns, short stories, anecdotes, riddles, or cartoons. It can be anything that creates a positive feeling in students and makes them smile and laugh. Humor captures their attention and is memorable.” In the video, elements of humor can be seen when I discussed the “rules” that form the concept of clean eating and again when I showed my husband reading off difficult ingredients.

Formative Evaluation Response

Peer Review Question #1

What sort of impact did all of the various shots and angles have for you while watching the video?

Peer Reviewer A: All the various shots and angles really held my interest. You shared a lot of good information in a short amount of time.

Peer Reviewer B: They really worked for me. It helped keep me engaged.

Peer Reviewer C: I thought it was a great way to tell the story. Showing you research and view the books rather than just listing the resources increased your “call to action.” I also liked how you chose the side angle rather than forward when you were discussing how difficult it is to eat real food.

Considerations: The feedback I received gave me validation about the choices I made pertaining to the various shots and angles I chose to use. No considerations needed to be made.

Peer Review Question #2

What message did you take away after viewing the video?

Peer Reviewer A: My takeaway was how important it is to eat whole and real foods.

Peer Reviewer B: That I could eat healthier. I was inspired to read all labels and to plan the week’s menu. The references given at the end will help.

Peer Reviewer C: That eating real food takes time and effort, but the commitment is worth the benefit. Your personal story helped increase the credibility of the message as well.

Considerations: The feedback I received gave me validation that my message was engaging, clear, and relatable. No considerations needed to be made.

Peer Review Question #3

Are there any moments or elements that felt slow or unnecessary? Are there any that should be removed?

Peer Reviewer A: No, I liked all of your footage.

Peer Reviewer B: I would remove the comment about “if this video sparked any interest whatsoever” It is negative and unnecessary. Just assume your audience is interested which I am sure they will be!

Peer Reviewer C: I liked how you incorporated family members. It was a little funny when your husband was acting confused (great job directing him by the way) by the ingredients and the voice over discussed that a third grader would be confused—a little subtle humor! The only main change I would consider is adding a few seconds to the slide/info at 3:25 I couldn’t quite read it in the time allotted.

Considerations: In considering Reviewer C’s feedback, I chose to remove the longer quote that people were unable to read because the time constraint for the length of the video made it so that I was unable to extend the scene. Instead, I replaced the quote with a shorter one that still presented a powerful message. I wanted to utilize Reviewer B’s feedback, but I was unable to rerecord that scene due to limited childcare options during optimal recording times (middle of day with good natural light).

Peer Review Question #4

How did the text motion graphics help to convey my message? How did they detract from it?

Peer Reviewer A: I think you had just enough text motion graphic to make it interesting and not over whelming. I like the quote by- No one said ever.

Peer Reviewer B: They really helped give concreteness to the video. The quote about “working out” at 3:25 should remain on the screen longer so you viewers have time to read it. Same is true for the last quote. Add text for all authors’ and books’ names starting at 4:11.

Peer Reviewer C: I liked how you added the text/titles and combined them with hand gestures. This definitely highlighted the weirdness of the ingredients. The fact that you had to write them adds to the notion that they are unnatural.

Considerations: In considering Reviewer B’s feedback, I chose to remove the longer quote that people were unable to read because the time constraint for the length of the video made it so that I was unable to extend the scene. Instead, I replaced the quote with a shorter one that still presented a powerful message. All other feedback gave me validation in the choices I made regarding the text motion graphics.

Peer Review Question #5

How does the short “how to make your own salad dressing” segment contribute to the video?

How does it detract from it?

Peer Reviewer A: I liked the salad dressing part because you show in a tangible way how you can cook with whole ingredients.

Peer Reviewer B: Not sure another shot of a label is needed, but I really like the segment. It showed how easily one can make their own healthy food.

Peer Reviewer C: I really liked it. I think you had to have something like this and salad dressing is something we all tend to purchase rather than making ourselves. It looked delicious and made

me want to make it and use it. Maybe, though, you could use a more natural seeming salad dressing like Annies or Bolthouse farms to show how even they are filled with unnecessary ingredients when making your own is easier. This might add more depth to your message showing how even perceived healthier options are highly processed.

Considerations: The feedback I received gave me validation about the choices I made pertaining to the “how to” segment. I considered changing out the dressing used in comparison as Reviewer C suggested, but I decided to stick with what I originally used because I felt it was what was more commonly purchased in an average household. No further considerations needed to be made.

Lessons Learned

To my own surprise, I learned many more lessons with this project than I ever expected to. I've never made any kind of video like this and I am extremely grateful to my husband who happens to work professionally as a Motion Graphics Artist and Videographer. He taught me the concept of B-roll and how I needed to shoot as much of it as possible. At times I would get frustrated at how much he wanted me to set up the camera and film myself doing mundane daily chores. But I learned that the more footage you have, the more options you will have during editing. In the end we had way more B-roll than we needed but, it was better to have too much than not have enough and have to try and set up a last minute shot.

Another lesson learned was about timing. The amount of time that was needed to shoot this video was a lot more than I had originally anticipated. I thought that a three to five minute video would only take *three to five minutes* to shoot, but that was extremely incorrect. It took *several* hours to shoot the scripted footage. Blocking out enough time during the day where there was enough light to shoot the video (we used natural light because we do not own a lighting kit) and when our daughter was sleeping (otherwise there would have been constant interruption and loud babbling in the background), was harder to plan than the actual planning of the video itself.

My final lesson learned, pertained to the aspect of post production. I am again extremely grateful to my husband for participating as my director and "mentor." I don't think either of us ever imagined he would end up teaching me so much about video creation and editing. Without him, I would have completely underestimated the amount of time that post production can take. The editing, rendering, and posting to YouTube, took up the most amount of time and I am grateful that we set up a manageable schedule in advance.

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Appendix

Video:

<https://youtu.be/1hyrWV8CusA>

Script:

<https://drive.google.com/file/d/0BzzlMoc2WDujbmpGTFZLdWI3RGs/view?usp=sharing>

Storyboard:

<https://drive.google.com/file/d/0BzzlMoc2WDujTThsQ3FmSnNVOWs/view?usp=sharing>