

Record your Pitch Video

- **Production** - the act of creating, in this case recording video footage for your video
- **B-roll footage** - footage that is not of the main subject, possible to edit it into the video later
- **Screenshots/screengrabs** - Static (non-moving) images that show what the app will look like on the phone
- **Screen recording** - Video recording of the different app functions, which typically has narration

Lights, Camera, Action!

You are ready to **produce**, or create, your video. Don't worry about editing yet. Focus on gathering all of the footage that you want in your video. Make sure to also record shots or videos of screens so that the audience can clearly see your app working.

In addition to your main footage, you may also want to record some **B-roll footage**, or alternative footage to include later in your video. An example is footage of a busy street scene that plays while a girl is talking about a traffic problem.

Here are some other techniques that professional videographers use.

Make sure everyone is loud and clear.

Good audio is critical for someone to understand your pitch. Make sure there is minimal background noise.

Make eye contact with the camera.

You can use cue cards to help convey parts of your script to help.

Voiceovers, animations, and visuals can help tell your story.

You will learn more about how to edit your video and add in these items in the next lesson.

Record multiple takes

- This will give you plenty of material for editing.
- Try capturing some different angles and shots

Film using plenty of light.

Film during the daytime either outside or in a room with a lot of natural light. Make sure that filming outside does not compromise the quality of your audio.

Make sure not to film with bright a window or light source behind your subject. This will make your subject look too dark.

Shoot videos in landscape mode instead of vertical.

Keep your recording device stable using either a tripod or flat surface.

Protect your and others' privacy. Do not show identifying names, numbers, or accounts.

You need to have the consent of everyone who appears in your video. If there are people who will be acting in your video, please have them sign a release form. Here is a [template](#) for a photo or video release form that you can use.

Screenshots

Screenshots and/or screen recordings of your app in your pitch video can be a great way to show your app in action. **Screenshots**, or non-moving images of what the app looks like on the phone, can be used to show different parts of your app clearly. If you're not sure how to take a screenshot on the phone you're using, try search terms "How to take a screenshot on a ___ phone."

Screen recordings, or video recordings of the different app functions, can also show closeups of how your app works in action. People often use text or voice narration over the screen recording to explain what the viewer is seeing. Try FlashBack Express, your favorite screen recorder, or just record through a camera to show the app in action.

Tips: Screenshots and/or Screen Recordings

Take screenshots and screen recordings of what the app looks like or works on your device. What do you want the viewer to be able to see? If you use these in your video, you can try highlighting or outlining the features you want the viewer to see, or zooming in to special parts.

You can decide if you want to include text on the screen or voice narration over your screen recordings when you edit them into your pitch video. While creating the recordings, use a finger or an arrow to point to exactly what you want the viewer to look at so they don't get distracted. If you decide to do a voiceover, record in a quiet place or with a good microphone for clear sound.

Technovation Pitch Video Requirements

- The video must be uploaded as unlisted or publicly viewable to YouTube or Vimeo. *We cannot guarantee videos without these credentials will be judged.*
- All members of the team should be shown and speak during the video
- Video can be 3-5 minutes long
- English and/or English subtitles must be included
- **Protect yours and others' privacy:** do not show identifying names, numbers or accounts. You need to have the consent of everyone you show in your video.
- **Cite images and information.** Make sure to ask for consent or give acknowledgment to the person who created it. You can learn more about copyright, fair use, and public domain [here](#).