Videos for Infosec Awareness

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Intro video
Outline

Why use video for awareness?
Coming up with ideas
Scripting
Filming styles and editing
Personalising videos
Sharing & getting feedback
Why make a video?

Let’s explore some of the pros and cons.
Pre-Production Equipment
1 Pre-Production

Brainstorming a topic
Are you talkin’ to me?

Scripting & Storyboarding
Turn your idea into a script
Lights, camera, action!!!!

Let’s shoot!!!
Lights, camera, action!!!!
Is your script engaging?
Can we simplify?

Notification of tree work
George Borrow Road
Following recent inspections, this tree has been recommended for removal due to its poor health and declining condition. These works will be completed during September 2016.

If you have any queries or concerns about this work, or would like to discuss any aspect of this work, please do not hesitate to contact us:
0344 980 3333
info@norwich.gov.uk

Cutting down trees in George Borrow Road
We have looked at this tree and worked out that it is coming to the end of its life. We need to take it out.

We're going to cut down this tree some time in September 2016.

If you have any questions about this work, or just want to talk to us about it, you can phone us on 0344 980 3333 or email us at info@norwich.gov.uk

Reading age = 15
Readability = 53/100
('fairly difficult')

Reading age = 8
Readability = 94/100
('very easy')
Video examples of minimalist scripting
Lights, camera, action!!!!

Let’s reshoot!!!
Raising the bar

Location
Lighting
Audio
Styles

- vlog
- News
- Jump cuts
- Tutorials
- Interviews & hostage videos
- Conferences
- Hollywood influences
Lights, camera, action!!!!

Let’s re-shoot!!!
Editing

- Royalty-free music
- Sound effects
- Colour grading
- Captions / screenshots
- Fixing mistakes in post
- Changing the story
Personalise

Make it personal
Logos
Establishing shots
Characters
Sharing

Platforms
Promoting
Description & Hashtags
 Thumbnails
Clickbait
Let’s talk

The dreaded comments section… in real life
That's all Folks!