

Video Production

Frequently Asked Questions with Craig Kelly

1. Would you provide us a quick overview of your professional background?

We have been providing video services and production since 1977. From broadcast sports to high impact corporate videos and in between, we have the experience and background needed to effectively tell your story using the best methods in the industry.

2. What do you enjoy most about shooting a video?

The camaraderie of the team is my favorite aspect of the video production process. Pulling together the right people, performing the right job and telling the right story is like a coach putting together a championship team.

3. What are some key components or basics of any good video?

The best blueprint for any successful project understands the goal, experience, ability, budget and pride of craftsmanship. Video is no different. Our approach with all projects is to first listen and learn. We will efficiently use the budget and utilize best practice polices to achieve the desired results.

4. What are the absolute keys to shooting a great video?

Experience and preparation are the absolute keys to shooting a great video. Experience in all phases of the production process – and doing the necessary homework to make sure all of the details are considered. That way, when unexpected surprises arise, you can creatively apply solutions that fit the scope of the project.

5. What is the greatest challenge of producing a great video?

The greatest challenge to producing a great video is always budget. And I say that cautiously because even a challenged budget can be utilized to make an awesome project. This is when creative experience rises to the top.

6. What are some common mistakes you've learned to avoid?

Rushing into challenged or unrealistic budgeted projects is always a set-up for failure, because those are the projects that need the most attention to details. Sometimes you have to walk away and wait for a better opportunity to present itself. I always say that no video is better than a bad video.

7. What are a few things you do to prepare prior to every shoot?

I look at the overall project goals, listen and learn what I can about the project, consider the budget – because that will absolutely affect the methodologies used - put the customized team together and get to work.

8. How do you help prepare attorneys for their shoot?

The best preparation for attorneys is for them to know their talking points – but they should not memorize them. You cannot deliver responses and lines like a script unless you are a very talented and accomplished actor. This is a very movie savvy world and bad acting is easy to spot – so why try? Know your subject matter and let me prompt you into natural responses instead of an unnatural performance.

9. Why are some videos incredibly boring?

Sometimes a message is functional and informative, such as an installation video for tile flooring. Sometimes videos are emotional and are meant to elicit reaction. A great video has all the base elements of good storytelling. That's what we do – we tell stories with light and sound.

10. How important are b-roll shots?

The b-roll shots are very important because they make the story more interesting for the viewer. The interview enables the viewer to get acquainted with the attorney. The b-roll provides a glimpse into the culture of the firm and the attorney in question.

11. As a director, do you follow a prescribed storyline?

A good story always adheres to good story presentation skills. As in other methods of storytelling, web-based videos are no different in their variety, messaging and need for creative interpretation. The choice is usually made by assessing the project overview.

12. What do I need to know about lighting?

Lighting is one of the key elements in producing video. The camera has to have a base amount of light in order to reproduce the scene. Does that mean you need a semi-truck load of gear and crew to accomplish a quality product? It would be great – but not very realistic on numerous levels. If you know what you're doing, you can make use of minimal amounts of lighting gear. Don't get me wrong, more is better – just not always possible.

13. How important is the camera you choose to use?

The Equipment used for video production is never as important as the message. Content is King. Yes, you want to use the best tools possible for that content, but an expert can consider the limitations of any piece of equipment, work with those limitations and utilize them as design elements if necessary.

14. After you've finished a shoot what does the post-production process entail?

The editing process begins immediately with a review and notes about each shoot. Footage is sent to transcription to choose those segments that best share the story. We then piece together the final elements, i.e. b-roll shots, graphics, transitions and sound. There are numerous checks and balances along the way.

15. After the video is shot, what's the approval process with the client?

The client has a variety of opportunities to be involved with the end result, they can:

- Help select the “heroes” from the transcription of the interviews.
- Listen to a sort of “radio show” version of the video – that is, watch the rough cut edit to see if the messaging is correct. This can be confusing because there are no cover shots or graphics at this stage. It's kind of like looking at a house that has only been framed. Changes can be made afterwards but can be costly if they alter the story too much.

16. What impact will video have on visitors to my law firm website?

Web video is the most powerful conversion tool on the web. Enhance your site with web videos and watch your page views, visit times and prospect requests skyrocket. Give web visitors a *dynamic insight into the nature of your firm*, its specific practice areas and its professionals and they'll crave more.

Most website visits last only about 2–4 minutes. Video presentations offer a huge payback on investment. Other reasons you should seriously consider video, include:

- U.S. Internet [users viewed a record 14.3 billion online videos during the month](#), representing an increase of 13 percent versus the previous month (comScore)
- Nearly 150 million U.S. Internet users watched an average of 96 videos per viewer in December 2008 (comScore)

- Videos are the top conversion tool on the Web read more
- They can provide a lot of information in a minute of time
- 58% of consumers visiting attorney websites say they are more likely to contact a firm that has web videos on their site (FindLaw)

The quality of your video will greatly impact the user's perception of your firm. Thus, we recommend your firm videos be professionally produced to avoid potential credibility issues. At LawClick, our video production director [Craig Kelly](#) has over three decades of proven customer experience. See Craig's Credits.