Reflecting on the Filming Process

For my video, I chose to educate the masses on something of personal importance to me: the struggle with identity that high-level athletes face after leaving their sport for good. Athletic endeavors are inherently visually entertaining, so creating an educational video on the topic translated well. In terms of design principles and theories of learning, I carefully thought through every shot to try to include as many as possible.

Firstly, was making the video short and to the point. This satisfies the Segmenting principle, as a shorter video will help viewers retain more information and stay focused. Throughout the video, I employ the Personalization and Voice principles by narrating with a casual tone of voice as well as the Multimedia/Image principle by including images, stock footage, as well as my own footage. These two factors help draw the audience in and stay engaged with the content. This brings me to the Signalling principle as I strategically timed my visual aids to line up with the audio for improved emphasis and clarity. Finally, I considered alignment and balance when adding text and images to ensure my overall design choices had an optimal impact. I also made an effort to make my video accessible by editing the auto-generated captions to create clarity for those who benefit from using them.

For me, the most difficult part of capturing my own footage was lighting. Since my video was about sports, some of the shots I used were outdoors. As I researched (after the fact, unfortunately), creating ideal lighting outside can be extremely difficult. It took several trips to the locations at several times of day to capture a shot that I felt could make it into the final cut which added much more time and energy to the project. On the other hand, the easiest (or perhaps most fun would be more accurate) aspect was the planning process. I am a planner, and I greatly enjoyed the storyboarding process, editing and revising the script, while imagining the final product in my mind.

In the future, I believe it would be fun to try the process again but with proper equipment beyond an iPhone and free editing software. There is an infinite source of tutorials on editing with advanced software and filming with expensive cameras online. I would be interested to see what I could create with a budget larger than zero. For example, the copyright-free clips were very useful in helping to convey my message, but paying for the removal of the watermark would be less distracting. Overall, this was a highly enjoyable project that I felt expanded my skills and allowed me to teach people something new.