



Web Videos

Why use a video?

It is often easier to explain something in words or physically show a product or process in a video. Afterall the web is a visual medium.

Video adds interactivity to your pages and can be viral. In other words do a great video and people will recommend it to others.

Where do you host your video?

It used to be quite complicated and costly however this has changed.

Services such as Google Video™, YouTube™ and MySpace™ allow you to host your video on their servers and then just link the video into your own web pages.

What is involved?

To do it well you need to storyboard your ideas so you know exactly what you want to get across to the viewer. This way you know what you need to film.

You need to decide if you are going to run a voiceover or use subtitles or text slides to get across your point.

Be warned voiceovers cannot be done by anyone and it is best you get a professional to do the work if your budget allows.

If running subtitles have some music in the background just to keep things going.

On the day somebody needs to take charge [direct] the action and you can save yourself money if you do this yourself.

What does it cost?

That depends on who you are and why you are doing it.

If you are just a local band or wanting to showcase a local event then you can probably put something together yourself.

If you are a business and want something more professional you'll need to set aside a budget of at least £2500+vat to get a decent result.

Links:

[You Tube](#)

[MySpace](#)

[Google Video](#)