

PRODUCING AN EFFECTIVE VIDEO FOR YOUR WEBSITE

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(603) 252-5904



William Landon Farrell, an Independent Video Producer in Keene, New Hampshire

As an independent video producer, my work involves filming, interviewing and helping individuals, organizations, and businesses share their stories. Most of my clients are based in New England and Eastern New York State and over the years, my work has helped them to successfully brand their products and services.

My productions are often used as introductory videos for my clients' websites, explaining who they are and what they offer. Additionally, shorter excerpts of the video and photographs are often requested and produced for additional social media needs.

Today, we live in a digital age and much, if not most, information is shared using computers, tablets and especially mobile phones. While written words will always be important, reading small text on a mobile device can be challenging and frustrating. Instead, a professionally produced video when viewed and listened to on a mobile device, can effectively deliver a message by using both the audio and visual channels.

Five Elements of Video Production

Whenever a client requests a video, I thoughtfully guide them through the five elements necessary to produce a video for their website and distribution. These include the ***Preparation Period, Narration, Selection of Music, Recording the Video Clips, and Editing.***

1. PREPARATION PERIOD



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I initially meet with the client during a brainstorming session that involves careful listening and writing down the essential details. Shortly thereafter, a well written script is produced along with a storyboard that is complete with images, photographs and sketches.

2. NARRATION



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After modifications have been made to the script and storyboard and approval has been given, I can then record the narration or arrange for a professional-level voice-over. However, I often encourage my client to narrate their own video. By transporting a portable recording system to my client's chosen location and having them rehearse and read the script in a calm environment, the production often results in impressive credibility. This is especially true when the video is viewed by a local audience.

3. SELECTION OF MUSIC



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The third element in producing an effective video is the selection of music. I do this by working closely with my client to help them make a thoughtful selection of licensed background music. The most effective video productions result from a thoughtful choice of music that binds the visual images with the narrative.

4. RECORDING VIDEO CLIPS



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The fourth element involves the actual recording of the video clips. While my professional training and experience as a videographer allows me to record many interesting and revealing angles, my clients often have an additional intuitive feel for a scene, or scenes that they want included and this directs me toward recording even more compelling visuals.

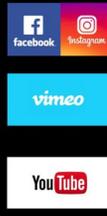
5. EDITING



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The fifth element involves the editing process. Once the narration, music and the visuals have been selected, I begin color grading the clips, adjusting the audio levels and assembling the video. After rendering, the video is uploaded to my password protected **VIMEO® Pro** channel, where my client can then request the changes necessary to produce the desired result.

DISTRIBUTION



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When the final edition of the video is approved, a media kit including the final video, the script, and an assortment of extracted photographs is uploaded to a **Dropbox®** folder. Additionally, the finished production is uploaded to my **VIMEO® Pro** channel with the embed links necessary to position the video on my client's website. Additional media, including flash drives, DVDs, and Blue Ray Discs, can also be requested.

PROFESSIONAL EXPERIENCE



I've spent decades studying, developing and crafting my skills and I've produced well over 2,000 promotional films and short documentaries. My clients include such organizations as **CGI Media®**, **Aquatic Development Group®**, **Bergeron Mechanical Systems**, **Berkshire East Mountain Resort**, **Air BNB®** and **VRBO®** hosts, numerous **Realtors®** and various non-profits organizations such as the **Cooper's Crossroad Foundation**, **Distant Hill Gardens and Nature Trails**, **The Brattleboro Ski Area**, **Antioch University New England**, **the Massachusetts Coalition of Rural Schools** and many more.

My Equipment

I use a selection of various tools which include broadcast quality **SONY®** video cameras, high resolution still cameras, **IKAN® LED** lighting systems, sliders, an assortment of sound recorders, photo scanners, lavalier and studio microphones and a fully equipped editing suite with a powerful workstation. Additionally, I'm an **FAA Part 107 commercially licensed operator** and I use a pair of high-resolution professional level drones to record aerial video and photographs.

I take a great deal of pride in my work because every community, business and organization that I visit has an important message to share and a professionally produced video effectively tells their story.

I'm located in Keene, New Hampshire and my work includes New England and Eastern New York State.

For more information, please visit my website, review my extensive video library and give me a call at area code **(603) 252-5904** or email me at **bill@farrellvideoproductions.com**

Best,

William Landon Farrell

Farrell Video Productions

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