

Making a great talking head video

Intro (150 words):

- Why are talking heads effective?
 - Help build rapport
 - Efficient way to condense key information in a more entertaining way
- Popularity of talking heads
 - Talking heads are often used in a predictable way (visually and structurally bland)
 - Talking heads have a lot of potential, the key is to be creative with the format.

Your topic and how you present it (300 words)

- What's your topic?
 - Is this purely informational, or are you looking to promote something?
 - Difference between:
 - Promotional
 - Factual
 - Learning/training videos
 - Know what your key points are
- Who is talking?
 - You may want to consider who you use in your talking head
 - Are you using one, or multiple?
 - Are they comfortable on camera?
 - Making your subject at ease
 - Rehearsing is a good idea
- Scripted, or unscripted?
 - Scripted provides more creative control and is more predictable in terms of outcome, something which may work to your disadvantage when trying to make a person seem authentic (especially if they are not an actor)
 - Unscripted gets more of that authenticity, with more spontaneity - something which could be a positive or negative depending on your topic and video idea

Equipment and Location (300 words):

- Visuals
 - Location
 - Very important, you may not always want to use a blank background
 - Should your location be neutral, or can it be used to help create a more meaningful scene?
 - Are you going to be adding overlay text or effects in the edit? Make sure the background complements what you add in.
 - Camera and lighting
 - Quality will separate your talking head from the rest. With so many examples of mediocre talking heads out, it's important to do the basics really well.
 - Camera quality, mise-en-scene, lighting

- Get people involved who know what they are doing

Conclusion (100 words):

- Talking heads are overused, which is all the more reason to make them as good as possible
- They are still a great video format with a lot of variety
- Dragonfly can help, and have our own technique to get the right results (link to talking heads page)

Additional sources

- <https://www.ispringsolutions.com/blog/talking-head-videos>
- <https://www.itsbernard.com/talking-heads>
- <https://boldcontentvideo.com/2017/04/18/5-interesting-talking-head-videos/>
- https://www.youtube.com/watch?v=twNP0OLp_1s
- <https://www.linkedin.com/learning/lighting-a-video-interview>
- <http://www.highlandscreative.com/blog/2camsetup>