



Marlene's Tips For Making A Video

Videos are a fun way to share your work and attract new fans. We recommend that you spend some time watching videos created by other artists for inspiration and then **choose** a topic or idea to present.

For example:

- You can talk about a new piece you're working on
- Make a video of your finished pieces
- Do a short art or craft demo
- Or give a snippet of an artist's talk you'd deliver at a gallery.
- Show a bit of your process and add a voice over or music
- Give a studio tour
- Share some fun facts about you and why you are an artist

Think about creating a piece that is a maximum of 2 minutes and then you can cut from that video another piece that runs about 30 seconds.

Important info to include in all your videos:

- Your name and/or gallery/studio name
- Website or social media info
- Contact info

Some examples to inspire:

- many folks like to actually see where the artist lives as in the 1st 2 samples

- **Suzy Naylor:** entering studio, no dialogue - <https://youtu.be/cbY3JNLmpyl>
- **Marleen Vermeulen:** walking in to studio with dialogue
<https://youtu.be/OyZ7OhCG20E>
- **Jennifer Ettinger:** intro then showing paintings
<https://www.youtube.com/watch?v=FVFMAstvSLY>
- **Susan Egerman:** intro, demo, showing works
<https://www.youtube.com/watch?v=BgtAz9EwYAE&list=PLHprMfrOf1obRSPMeFHmaJtptCAc-RGL-&index=17&t=0s>
- **Meghan Hildebrand:** process only, no dialogue
<https://www.instagram.com/p/B9reZbRFEjR/?igshid=3nd5x9vwpkup>

- **Icy and Sot:** process only, no dialogue
https://www.instagram.com/p/B9jzqY_Hh0s/?igshid=6exys8not9qz
- **Ryan Hewett:** studio and art only: <https://www.instagram.com/tv/B-nQLCtHVCV/?igshid=h0xxs7cbhdrb>

Other tips (not in the How-To video):

- To post your video on your Instagram feed it will need to be less than 60 seconds
- The post will show a black square unless you add a cover image or select a cover from the video when you load it in
- Stories on Instagram can be 15 seconds long, and you can record or load four 15 second pieces at a time
- If you don't have time for a full video try creating a short timelapse while you work, using settings in your Smartphone's "Photo" area, or using the "Hyperlapse" App, downloaded from your App Store.
- You must have permission to use music, here are some resources for free tunes:
 - <https://www.bensound.com/>
 - <https://www.purple-planet.com/>
 - Google "royalty free music" for more options!