

Music in Your Video Script 1.2

http://youtu.be/Opp_CnnwXDY

Video	Audio
On camera on the beach	Sound is a critical part of your video. If your audience can't understand your message they won't stick around. That seems pretty obvious.
Hawaii footage	But music is also a critical component to creating successful videos. It gives your video texture, ambiance and sets the emotional tone of your message.
On camera – riding bikes	But not just any song will do under your video.
Hawaii footage underwater	First, what is the relationship between the subject and the tempo and style of the music? It has to match. If your story is serious, and the cadence of the voice is slow, you can't have a jarring heavy metal song or silly tune in the background. It confuses the audience.
Hawaii bike footage	The opposite is true, too. If the scene is full of fast edits and quick activity, a slow melodic music will change the entire atmosphere of your video.
On camera in park	The audience gets emotional cues from your music choices. Your music tells them how to feel throughout your story.
On camera in park	That means you need to determine the tone and emotional destination BEFORE you choose your music. It will make your song choice easy.
On camera on beach	And if you are putting music behind a voice, be it narration or on camera, it can't fight for the viewer's attention. If it is too loud.... The result is a mess. It has to be soft enough to complement, but not so quiet it sounds like someone left the radio on 20 feet away. And if there is a pause in the narration... Just make the music a little louder for a moment and bring it back down. It can emphasize a point in your message.
Edit timeline demo music	One other technique for using music in a video is called back-timing. Back-timing is when your song ends when your video ends. To work you need to choose a song that has a clean ending. In other words it resolves with a last note like this:
Edit timeline demo music	Not just fading out like this:
Edit timeline demo music	To back-time my music I find the end of the song, align it with the end of my video, and extend the song backwards so it starts earlier in my story. Now when the story ends, the song comes to a close.

On camera beach	One last note, be careful to find royalty-free music. It's illegal to use copy written music without paying for rights. Don't just grab a CD, or download something from iTunes and put it in your video. You are breaking the law.
Web sites / Graphic	There are plenty of sources on the web where you can download free or inexpensive music you can license. It can be frustrating to sift through many of the selections. But take the time to do it because theft can be a career ending move.
On camera beach	Music in your video is a really powerful tool. Use it to set the tone of your story. And frame your message.

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Breakout Standups

On camera – riding bikes	But not just any song will due under your video.
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On camera beach	Music in your video is a really powerful tool. Use it to set the tone of your story. And frame your message.

On camera in park	The audience gets emotional cues from your music choices. Your music tells them how to feel throughout your story.
On camera in park	That means you need to determine the tone and emotional destination BEFORE you choose your music. It will make your song choice easy.