

"Online Video and Cybersecurity Websites" Part 3
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045

MUSIC

TITLE
Online Video &
Cybersecurity
Websites

046

TITLE HORZ SCROLL

stat3

047

WIDE SHOT

Costume: Sports coat

Hello, I'm Robert Metzger.
This is the third part of a series
which presents a survey of online video
used in websites of cybersecurity firms.

048

MEDIUM SHOT

Costume: flightsuit

Props:

The seventh question we answered is:
What remote locations or constructed
sets were used for filming?

FADE MUSIC

049

BAR CHART GRAPHIC
HIGHLIGHT BAR WHEN MENTIONED

Set or Location

None	257
Office	56
Green screen	40
Classroom	16
Computer room	23
City streets	2
Outdoors	2
Other	5

257 videos did not include any footage
that was shot on location or in a
constructed set. These were either
entirely animated or entirely

screencasts, usually with some titling.
This is 70% of the total.

56 videos included segments that were
filmed in an office environment, while
16 videos had segments filmed in
classrooms, and 23 of them had shots
from computer rooms.

40 videos had segments which were
filmed in front of a green screen, as
is used for weather map broadcasting,
or other monochrome screens.

The remainder had traditional location
shots: city streets, outdoors, and
specialized constructed sets.

050
MEDIUM SHOT

There were a few videos which had
segments that could have been created
either with a virtual set or with
multiple physical monitors on set.
Virtual sets are integrated into the
video in post-production after filming
in front of a green screen.

051
SPLIT SCREEN TITLE / CLOSE
Costume: Sports coat

Virtual sets
are effective
and inexpensive

Virtual sets are readily available
on the Internet at prices anyone can
afford. Take advantage of this
resource for recording in a set you
can't afford to build physically.

052
MEDIUM SHOT

Costume: hardhat,
tee shirt, safety vest
Props:

MUSIC

The eighth question of our survey is:
Which video elements were used to
construct the videos?

FADE MUSIC

053

BAR CHART GRAPHIC
HIGHLIGHT BAR WHEN MENTIONED

Video Elements

SL 238

SC 166

2D 143

TH 58

IG 49

3D 32

LV 55

OL 53

SF 35

EM 26

IV 9

LL 18

MS 3

PO 2

238 videos had segments which could have been done as PowerPoint slides. These are bulleted lists of phrases or sentences or simple graphics.

166 videos had screencasts, which are taking a video feed directly from a computer monitor.

143 videos had 2D motion graphics. These include objects which have been extruded or beveled to give a faux 3D appearance.

58 videos had talking head segments, 49 had still information graphics, and 32 had true 3D motion graphics.

There were 53 videos which overlaid non-textual graphics on live video.

An under-rated technique which was used to good effect in as many as 35 videos was incorporating stock footage.

054

MEDIUM SHOT

In contrast to faux 3D, real 3D objects can be transposed, rotated, and grown or shrunk in each of 3 dimensions.

3D animation which is germane to the topic can be cost effective, even though it is more expensive, since it can grab the viewer's attention.

One of the most effective techniques we observed was overlaying non-textual graphics on live footage. It seems to work well when a schematic or conceptual diagram is overlaid on an object, such as a computer, to represent unseen activity.

A way to make a talking head segment more engaging is to use an interview format. For this to succeed, the interviewer must be able to apply his or her own expertise or opinions, so that it is a true dialog.

055

SPLIT SCREEN TITLE / CLOSE

Costume: Sports coat

Royalty-free
stock footage
is effective
and inexpensive

Stock footage of the real world can be an effective way to connect your message to the viewer. Stock footage is often cheaper to license than to create the live footage yourself.

056

WIDE SHOT

Costume: Sports coat

MUSIC

Part 4 of this series covers the audio elements of the videos, and the voice and on-camera talent employed.

057

TITLE

URL

To view the final part of the series, visit
<https://www.plaintextcomms.com/resources>

FADE MUSIC