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# Making Your Video Clear And Compelling

Search through the Internet. Visit the web sites of trade show video production and marketing companies, and one message will stand out boldly. An effective trade show video must be "clear and compelling." It's a maxim, which is almost trite, and yet it maintains its relevancy in today's video production market. You have to "make your [trade show video](#), [trade show video display](#), [trade show marketing video](#) "clear and compelling," (quote from the web site of [Winmax Video](#), [Winmax Video Production](#), [Winmax Video Production Company](#) . But what exactly is a clear and compelling video, and how do you make one, that might not be so clear or obvious.

Information contained in a video is clarifying if it offers supporting information to the main idea of the video. A statement is clear if it is a "clear" statement of the purpose or theme of the video. A statement contained in a video might be "compelling" if it cites an authoritative source. Clarity involves design and delivery that is distilled and to the point.

Visually, the main focus of a clear and compelling video must be "centered and clearly visible." This can include eye captivating action shots. Big, larger than life poses of the central character, and content rich material that is visually interesting.

The inspiration of the videographer, is another ingredient, which is less tangible, but none the less important. If a video producer is creating a video about a subject he's passionately interested in, that is likely to come through in the final result.

With all these givens; there are two additional necessary ingredients. The thought content in the video is the key to whether or not it will be "compelling." And the thought content must be expressed through a visual media product which reflects sound production values.

In the end, every critical viewer will be asking himself, "Why am I watching this, or even listening to the sound track, and not simply reading the material in a transcript?"

The decision as to whether a video is "clear and compelling," is going to be made based on the video's visual effects. A compelling video has something interesting to show. A video documentary of a professor needs to show that professor in the classroom, at a conference collaborating with his colleagues, teaching students.

A clear and compelling business video must show the company product to the viewer, in a way that visually excites the viewer, at the same time that the video is presenting the clear story of the value of the product and the company.

Confucius made this interesting observation thousands of years ago. "I hear and I forget, I see and I remember, but I experience and I understand." We learn from Confucius that a compelling video is one worth experiencing. A clear and compelling video conveys a noteworthy experience in a clear manner.

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