

B-ROLL CONT.

In addition to keeping the video more interesting, B-Roll is used to help the audience visualize what is being said. It should compliment the interview, so placing it where it doesn't belong could confuse your audience. Going back to the prisoner example, if the inmate is talking about sleeping conditions in the prison, but your B-Roll is showing him eating in the cafeteria, your footage is actually distracting the viewer from what is being said.

The type of video you are doing and the pace of your edits will help determine how much B-Roll you need. A 30-minute documentary obviously requires a lot more B-Roll than a 30-second commercial. The idea is to keep your audience invested in the video and help create a more visual story.