



Communications Department

Ministry Through Media

With passion and professionalism

INTRO & VIDEO CREATION

MADE SIMPLE

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NORTHEASTERN CONFERENCE
OF SEVENTH-DAY ADVENTISTS

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OFFICERS CONFERENCE-WIDE TRAINING

FEBRUARY 15-17, 2026

NORTHEASTERN.ORG

What Is the Key to Making Your Intro Videos Simple?

- **CLARITY**
- **CONSISTENCY**
- **PURPOSE**

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1. Start With One Clear Purpose

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The biggest mistake churches make is trying to say too much.

Ask:

- **Is this video welcoming guests?**
- **Introducing a sermon series?**
- **Promoting an event?**
- **Setting the tone for worship?**

Clarity creates simplicity

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2.



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IDEAL INTRO LENGTH

For Worship Service Openers

15-30 seconds

For Event Promos

30-45 SECONDS

3. USE A SIMPLE STRUCTURE

A great church intro usually has just three parts:

- **Hook (Visual or Statement)**
- **Core message (Theme or Scripture)**
- **Clear transition (Welcome / Call to worship / Series title)**

Simple formula = Consistent results.

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4. LIMIT VISUAL COMPLEXITY

- 1–2 fonts
- 1 color palette (Create a brand)
- Clean motion
- High-quality but minimal visuals
- Simplicity feels more professional

5. USE CONSISTENT BRANDING

Consistency reduces confusion and production time.

Keep:

- **Same logo placement**
- **Same lower thirds style**
- **Same intro format**
- **Same background music style**

Templates save time and keep things simple.

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Create Reusable Templates

One of the easiest ways to simplify production:

- **Build one master intro template**
- **Swap text, theme title, or scripture each week**
- **Keep structure consistent**

WORK SMARTER, NOT HARDER.

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6. FOCUS ON MESSAGE OVER EFFECTS

The goal is ministry —
not impressing people with graphics.

Ask yourself:

- Does this help people focus on worship?
- Does it prepare hearts?
- Does it support the message?

If effects distract, remove them.

Simplicity doesn't mean basic.
It means intentional.

THE REAL KEY

**Clarity + Consistency + Purpose =
Simple, Effective Church Intro Videos**

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