It used to be that videos were shot using filmstrip clunky—always heavy recording equipment. Not anymore. Today, whether you’d shot it or not, almost everybody carries a video camera in the phone. You can shoot with iPhone’s like YouTube, Vimeo and Facebook and all of them allow professional work. Now, however, it just because almost anybody can shoot, that doesn’t mean they know what they shoot is very good. Someone might want to know what takes to make a video is Cory Byers, an instructor in the department of mass communications at Southern Illinois University Edwardsville.

"It has allowed a lot more people access to it and there is software available that you can download, and apps for you that will let you edit and create music and add effects and everything. So there is a lot more possibilities now than there used to be," said Byers about today’s technology. Yet, he added, the challenges of editing at any of video are as much artistic as they are technical.

Professor Cory Byers at work.

But why did he decide to become a college professor? "My mom was a grade school teacher for a long time and so I think in that vein," he said. "A lot of my aunts were teachers, and the kids that I worked with just had so much fun. I worked with children where I worked and that just didn’t seem like something I was interested in so I changed ideas first when I went into graduate school."

"If I was a teaching assistant I started teaching courses, editing classes, things that I like to do, and I really enjoyed doing that," he said. "So they started encouraging me and I would apply and see if I’d stay it. It’s been very rewarding. It’s been quite the journey of how I got into it." In today, addition to teaching class, he said "I always have a list of questions and things that to shoot, but he always believes creative activity is important, there is no substitute for good planning.

"I’ll definitely work on it," he said "I do it if I’m doing a class on it or a documentary or a piece or commentary or short film, or TV show. You need to have some sort of idea to start with and have that written down." He said "You need to be as a commercial."

"I have online with a list of questions and things to shoot, but he always believes creative activity is important, there is no substitute for good planning."