Basic tips on video-making

Useful suggestions to improve your video making

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GATES: the five basic requirements

- **G**ood story
- **A**ppropriate kit
- **T**aking the video
- **E**diting
- **S**haring

Most importantly: think of a good story

- The technology is used to tell the good story
  - It should not be an end in itself
- How long do you want the video story to be?
  - In most instances as short as possible to tell the story
- Plan it: consider using a story board
  - Graphic representation of your story
  - But text will also do
- Three basic elements (1 minute video)
  - Catch their attention (15 secs)
  - Make the argument (30 secs)
  - Exhortation – expect an outcome (15 secs)

@defavelas

Appropriate Kit: need not be expensive

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- It need not be expensive (see Annex)
  - Use what you already have

- Image capture
  - Most mobile phones will take reasonable video and images
  - Or use royalty-free images

- Audio
  - Consider investing in a good wireless microphone
    - That also helps reduce background noise
  - Or use royalty-free music

- Lighting
  - Always have the light behind the camera
    - Taking photos into the sun rarely produces good results

- Stability
  - Tripod and mobile phone holder
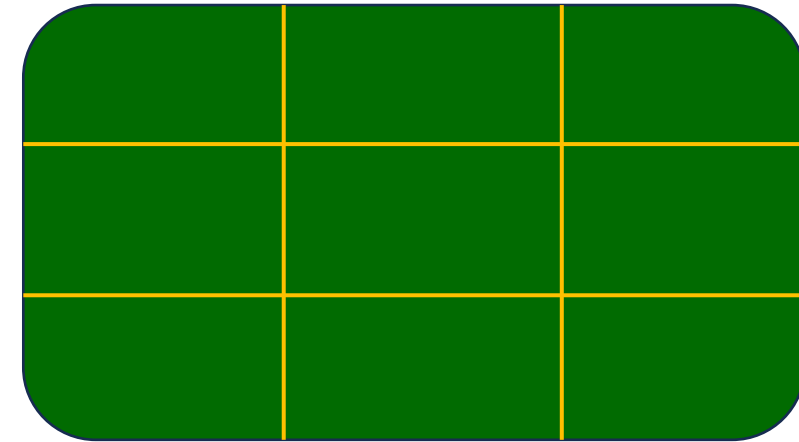   - Often with remote control options

Wireless mics

Mobile phone holder, tripod and remote

Taking the video

- Check all the kit is working and switched on

- Ensure background noise is at a minimum

- Ensure there are no inappropriate background images
  - And prevent people from walking across the scene

- Maximise light on the subject

- Keep camera stable

- Decide whether landscape or portrait is best

- Consider the rule of thirds
  - Key features along the lines

- Optimise depth of field for effect

The rule of thirds: place the most important elements of images on the lines
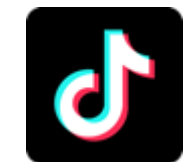
Editing: to improve your video

- It is perfectly possible to make short videos in a single take
  - But several takes can help improve the video

- Longer videos often require editing
  - Many different software options to help (see Annex)

- Think about adding graphics or text to reinforce the message
  - Text can be in different languages, and assists those with hearing challenges

- Avoid using people's faces unless you have their permission
  - Think about using royalty free images

- Add a good thumbnail to catch audience interest

Sharing: where will have most impact?

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- Use the media format and apps that your intended audience use
- Each platform has different pros and cons
  - And think about the format (landscape or portrait)
- Social Media- their algorithms are always changing: current lengths
  - YouTube (<15 minutes)
  - Instagram (Story <60 seconds; Reel <90 seconds; Video Posts <60 minutes; Live <4 hours)
  - Facebook (Feed <hours; Stories <2 minutes)
  - TikTok (within App <3 mins; uploading <10 minutes)
- Build a following to get lots of interest in your videos
  - And follow others to get tips to improve your videos

Conclusions

- You can do much with very basic technology
  - No need for expensive kit

- Remember GATES
  - Good story
  - Appropriate kit
  - Taking the video
  - Editing
  - Sharing

- Share where your audience is already active

Annex: good value kit and free software:

- Kit
  - Manfrotto tripod
  - Zeadio phone holder and remote control
  - Ulanzi J12 wireless microphone

- Free software
  - https://www.canva.com: for creating professional designs and to share or print them
  - https://www.capcut.com/: for video editing

- Royalty free images and videos from:
  - https://www.pexels.com/
  - https://unsplash.com
  - https://videvo.net
  - https://mixkit.co/

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