

Creating/Editing a video

Intermediate



Video creation can be a fun way to use your creative skills. This lesson will guide you through the steps of creating and editing a video.

Understanding definitions:

Pre-production: This is what the planning phase is called. At this stage you map out your strategy and script for your video

Production: This is the phase where you actually shoot the video.

Post-production: This is the phase where you can edit your video, add music and other effects.



What do these production steps include?

Step 1: Pre-production

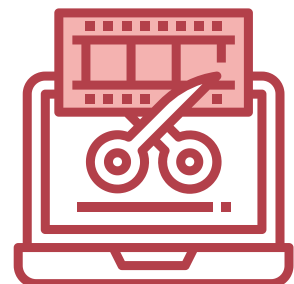
- Video Strategy/goals
- Budget
- Story selection
- Project timeline
- Script creation
- Characters/Participants
- Production
- Team/ equipment needed
- Location

Step 2: Production

- Setting up the equipment (sound, lighting, video)
- Filming participants/ interviews
- Recording video
- Recording voice-overs

Step 3: Post-production

- Logging the interviews/participant film
- Producing final story
- Music selection
- Video editing
- Reviews/approvals
- Final delivery

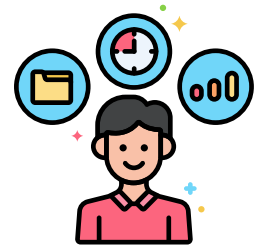


Step 1: Pre-production

Pre-production is a very important step in the process of making a video, one that is focused on planning and coordination. Make sure you have thought of the below steps before beginning your production phase:

Practical Steps:

- Scout for the location you want to film at
- Get a permit if required
- Acquire the equipment you want to use
- Write and review your script
- Speak with participants about their roles
- Decide on a budget (how much money you want to spend)
- Choose a day and a time for shooting your video



Theoretical steps, ask yourself:

- Why do I want to produce this video?
- Which is my audience?
- How will my video be interesting/beneficial to my audience?
- How will my video be different from other videos?
- Which video type do I want to use?
 - documentary, training video, face-to-camera etc
- What is the objective of my video?



Writing a script:

Your script should be as detailed as possible and should include all the steps of the video. This way you will be able to use your script also as a reference document on the day of the production, make it as detailed as possible, include a schedule. The aim of the script is to make sure that you cover all the topics, not to miss a step when the chaos of filming has began and be as efficient as possible on the day.

Tips: In your script include a shot list, which angle you would like to shoot which scene.



Choose your video equipment: Some of the basic equipment you want to think about in the pre-production phase is:

- Camera: you can use
 - smartphone
 - web camera
 - digital single-lens reflex camera (DSLR)
- Stabilizer: you can use
 - tripod
 - an app
- Light: you can use
 - natural light
 - lighting kit
- Microphone: it is better to use a professional microphone than just the one from your camera
- Software for editing videos



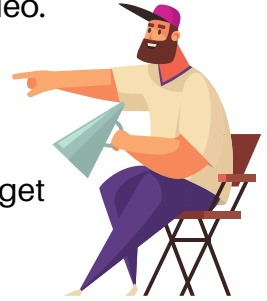


Step 2: Production

Once you have thought about the practicalities of your video and have completed your script you are ready for phase two: Production.

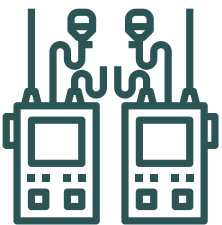
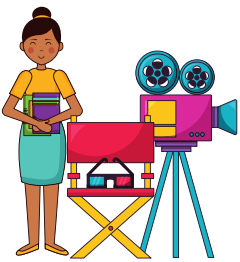
The production phase is the execution of the plan you made in pre-production it is the actual filming of your video.

For the production phase to run smoothly it is of great importance that someone is assigned the role of the **director**. The director's job is to make sure that participants are doing a good job in their performance, that you get all the shots you need for your video and to make sure that the script is being followed though.



Production day can be stressful as there is a lot to do and coordinate. Thus, it is really important to be organized and prepared, this will help you as well as the participants be more relaxed and usually means a better outcome as well.

- Start by setting up all your equipment, lights, camera, microphone etc.
- Don't be afraid to direct your participants. Give them guidelines according to your script.
- Most importantly always keep your end goal for your video in mind!
- Make sure you film extra footage which will help you with the editing part in the post-production phase. Eg. shots of your locations from different angles, shots of the participants etc.
- Charge all equipment batteries and carry extra
- Ensure all your cameras are shooting in the delivery format
- Don't underestimate the need for a sound and light test
- Not blocking off enough time for the shoot
- Assemble all the props you will need to film before filming begins
- Follow the Rule of Thirds, which divides the frame into a 3x3 grid
- Check your final shot to avoid reshooting



Tips on Sound: The simplest way is to take the sound directly through the camera during recording. If you decide to have a direct, super clean sound, the other option is Radio Mic (wireless). Connect the receiver to the camera and sender to your interviewee; use headphones to check the sound. Once you start recording the images, at the same time, push the recording button of the sound device; the image and the sound are directly being recorded simultaneously.



Tips on Natural Lighting: The light should not come up at the back of the interviewee or subject during recording an interview since it gives a dark image. It is better to set up the scene where the light comes from side to brighten the location and character.

Step 2: Production

The last step of production is to make sure you make the post-production phase as easy as possible. Whether you take shots by smartphone or DSLR cameras, organizing files is essential when transferring materials into your laptop.



Suppose the production takes days; create an everyday folder and Import sound and images in chronological order. Put sound, images, insert shots in a separate folder.

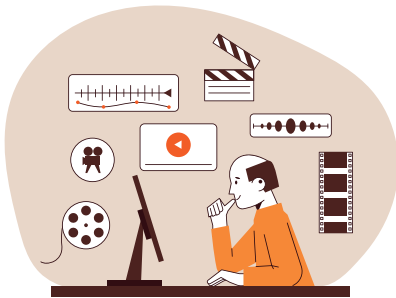
Being organized in transferring your footage is an excellent help during editing. Each folder can be imported into editing software like Final Cut, giving easy access to the material.



Step 3: Post Production

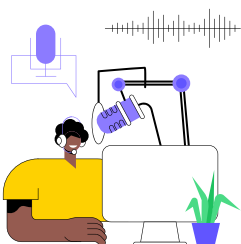
Once you are done with shooting your video and collected all the footage then you are ready to move on to the post-production phase.

Post-production is where you finalize your video taking the best shots, stitching them together, cutting the video down to fit to your desired length, recording a voiceover, coloring the video, and adding music and effects. At the end of the post-production you are able to share your video with your target audience.



Edit your video: Choose any editing software that you want and edit your video according to the following steps:

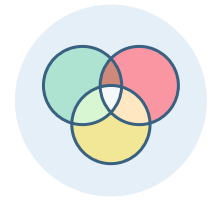
- Compile your best takes
- Cut each clip down to their most essential parts
- Cut out the mistakes
- Place them into a rough timeline
- Group and organize your extra footage
- Start working through the script and storyboard, ordering your footage correctly



Record a voice-over: When the voiceover is recorded and edited, then insert it into your video timeline via your editing software, and sync it to the appropriate footage.

Coloring: Do a basic touch up on colour, transitions. Select the clip, and by simply working on saturation and exposure, you make the colour of the film more beautiful. You can also make some clips in black and white.

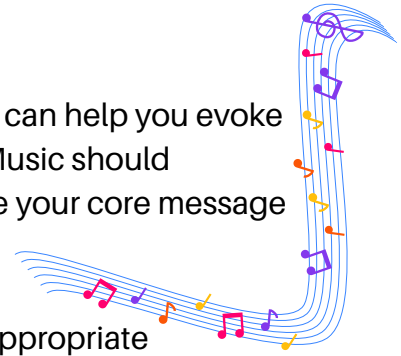
Tip: Use a auto-coloring feature to make this step easier.



Add graphics, animation, animated text, special effects: Such effects can be useful in emphasizing an important point, helping the viewers enhance their experience by visualizing ideas and can overall help your video come to life even more.



Add music: Background music can keep people engaged. It can help you evoke different emotions and feeling in various parts of the video. Music should complement your video's tone and mood, help communicate your core message and be appropriate for your target audience.

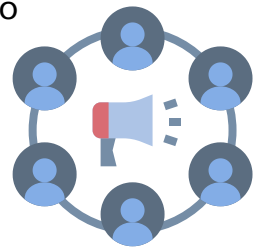


Render the video: Render out the video in the appropriate format, for example an MP4 format it is suitable for YouTube, Facebook, LinkedIn and Twitter. If it's for an Instagram post, you'll want to ensure it can be cropped into square.



Distribute and promote your video: Upload and share your video file directly to each social media platform. You should follow the strategy you've previously mapped out, focused on reaching your target audience in the most effective possible way.

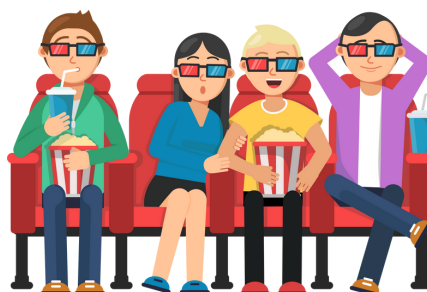
Tip: Ask your friends and family to like and share your video on their social media to help with getting views and exposure.



Copyright/Royalty free: For publishing your video on platforms like YouTube, the materials including still footage, archive footage, music, should be Royalty-Free (RF), which is a certain type of intellectual property that you're allowed to use without having to pay royalties. If it is not RF it could be subject to copyright violation if you show your video publicly.

If you decide to use any images from the internet, ensure they are copyright free.

Regarding music, there are some places to get accesses to Royalty-free music, such as YouTube Studio music collection. The other good platform that provide Royalty Free music in different mood and genre, is Pixabay.



Activities

Exercise 1

Multiple Choice, choose the correct answer

1. Which steps are included in the pre-production phase?
 - a. Direct the participants of the video
 - b. Cut out the mistakes
 - c. Choose the suitable place for shoot
2. Which are the steps of video creation?
 - a. Recording, Edit, Publish
 - b. Pre- Production, Production, Post-Production
 - c. Brainstorming, Shooting, Edit
3. In which step of the video creation are you able to add music, animations and effects?
 - a. Recording
 - b. Editing
 - c. Scripting
4. A director is advised in which phase of creating a video?
 - a. Production
 - b. Pre-production
 - c. Post-production

Exercise 2

True or false

1. Royalty free means that you can use it but you have to pay royalties to the person that owns it.
 - a. True
 - b. False
2. Recording a voice-over is part of the production phase.
 - a. True
 - b. False
3. Your script can also work as your reference document and your schedule.
 - a. True
 - b. False
4. The music in your video should be opposite to the tone and mood of the video to help evoke more emotions from the audience.
 - a. True
 - b. False
5. At the end of the post-production phase you are able to share your video with your target audience.
 - a. True
 - b. False
6. Good organization in the production phase can help you and the participants be more relaxed.
 - a. True
 - b. False

Answer Key

Exercise 1

Fill in the blank

1. ----> c
2. ----> b
3. ----> b
4. ----> a

Exercise 2

Choose the correct phrase to complete the conversation.

1. ----> b
2. ----> b
3. ----> a
4. ----> b
5. ----> a
6. ----> a

Sources:

<https://www.youtube.com/watch?v=M1umNGSn0bo>

<https://www.youtube.com/watch?v=K6KkHCVZg5g>

<https://www.youtube.com/watch?v=bUm2wbFkS2s>