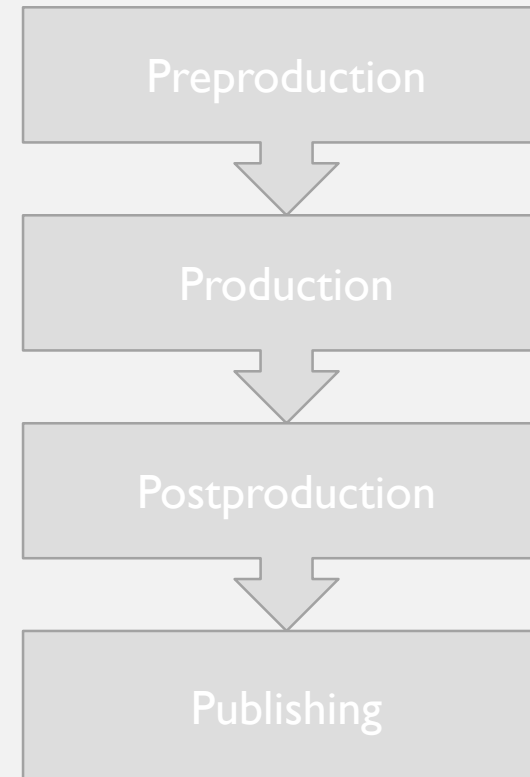


MAKING VIDEO

Creating a training video on no budget

VIDEO PRODUCTION PHASE

- Preproduction
 - Idea
 - Planning
 - Casting
- Production
 - Filming
- Postproduction
 - Editing
- Publishing



WHAT IS A VIDEO?

Video

- 24/25 Frames per second
- Video and Audio
- Frame < Shots < Sequence < Video



PREPRODUCTION

- First part of Video production
 - From draft to shot list
 - Draft
 - Script
 - Organization/Location
 - Storyboard
 - Shot list



Picture from unsplash.com

DRAFT

- Brainstorming
- Answering basic questions
 - Content of Video
 - Goal
 - Target group
 - Ideas for final Video
 - Brainstorming
 - Identifying obstacles
 - Ideas actors
- Finding date for shooting

PRACTICE

- Please think about a short situation, you would like to film for a training video.
 - The sequence will be shot during the workshop – take in consideration, time and location
 - Think about a sequence that can happen in your field of work - where can you think of language barriers
- Who is your target group?
- What is the key message of your video (what is to learn)?
- Who is acting?
- Where could you film?

SCRIPT

- Content:
 - Dialog
 - Location
 - Acting instruction
- For training video
 - Educational instruction
 - E.g. repeating shots in detail (if needed)

```
INT                COUNTER                DAY
CONCIERGE waiting for new customer. CUSTOMER arrives.

                CONCIERGE
                (in native language)
Welcome to Addison Inn.

                CUSTOMER
I don't speak [language of country]

                CONCIERGE
                (in English)
Please, have a seat. I get my colleague.
CONCIERGE shows COSTUMER to chair in the lobby and gets his
colleague.
CUT TO BLACK
```

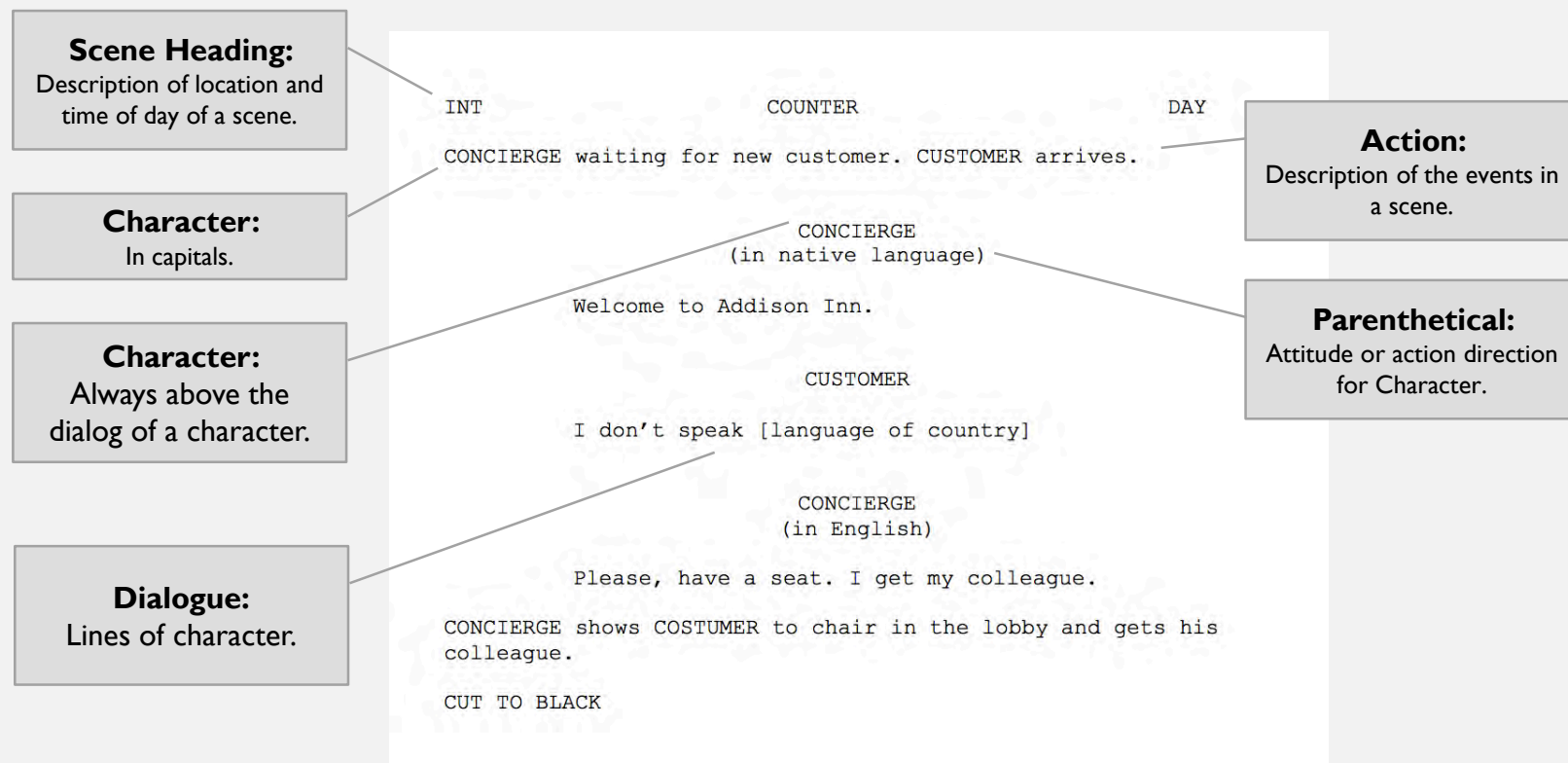
SCRIPT

Use:

- Written foundation of film or video
- Traditional written in Courier 12pt
 - Makes roughly one minute film
- Screenplay vs. shooting script
 - Normal script develops to shooting script
 - Shooting script/ production script includes technical instructions
 - <https://www.writersstore.com/how-to-write-a-screenplay-a-guide-to-scriptwriting/>

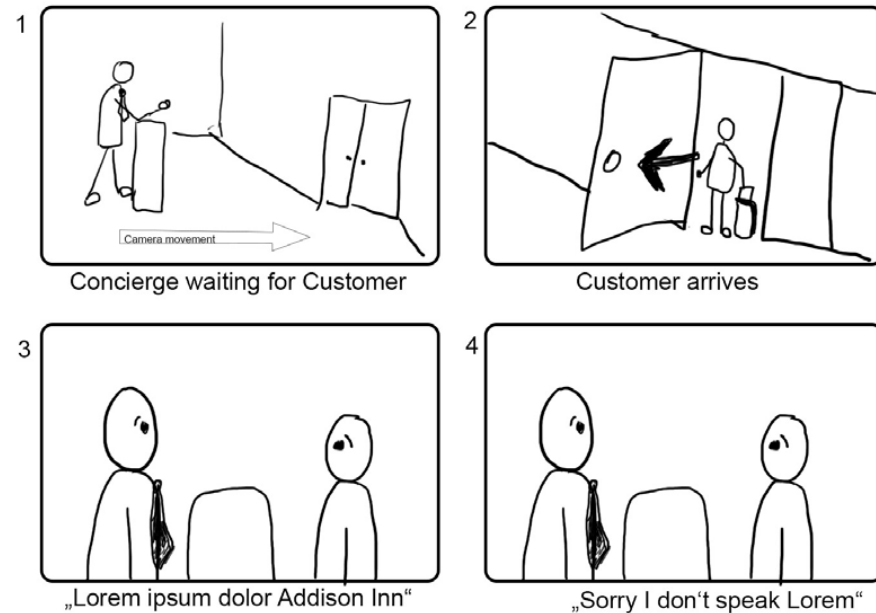
PRACTICE

- Write a script for your idea.
- Use the pattern:
- 20-30min

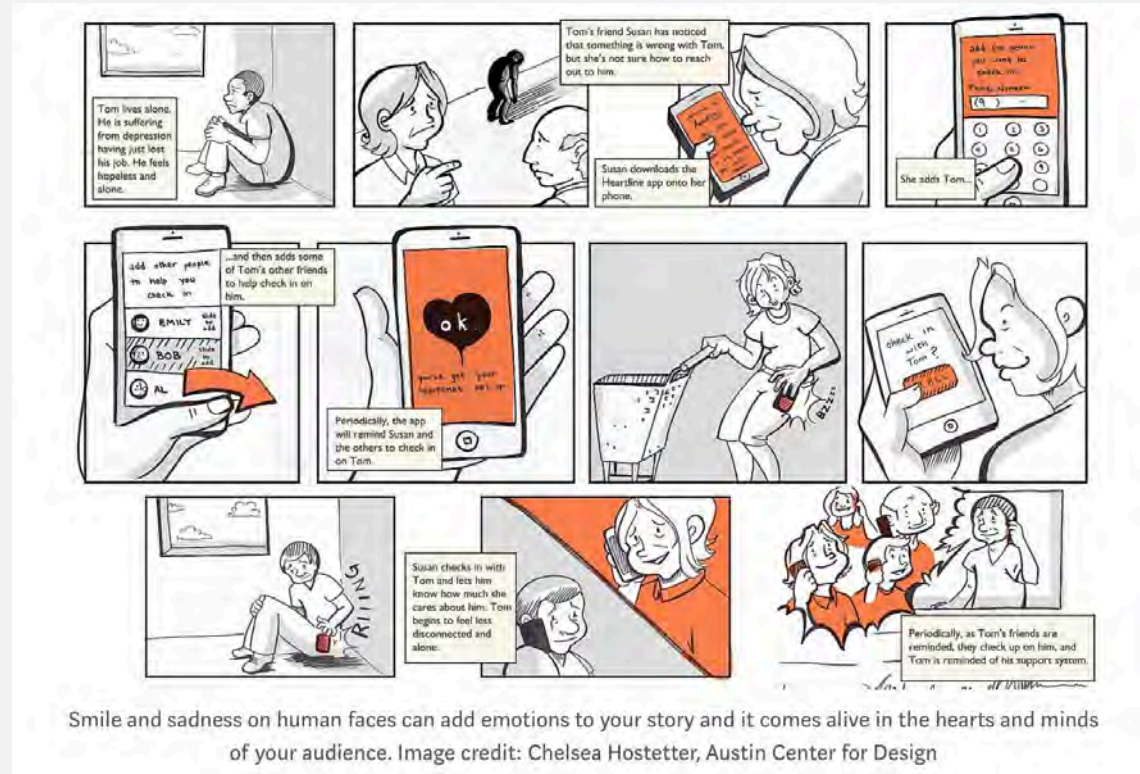
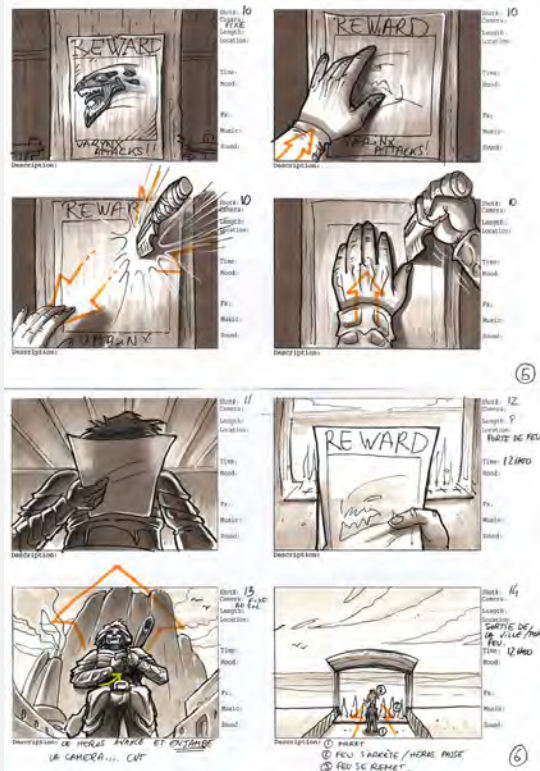


STORYBOARD

- Visualization of finished film
- Actor movement
- Camera movement
- Order of shots/frames
- Frame size
- => decreasing of filming time and reshoots



STORYBOARD



Smile and sadness on human faces can add emotions to your story and it comes alive in the hearts and minds of your audience. Image credit: Chelsea Hostetter, Austin Center for Design

- Von Ryzom - <https://www.flickr.com/photos/ryzom/14726356512/in/album-72157645463678069/>, CC BY-SA 2.0, <https://commons.wikimedia.org/w/index.php?curid=41878689>

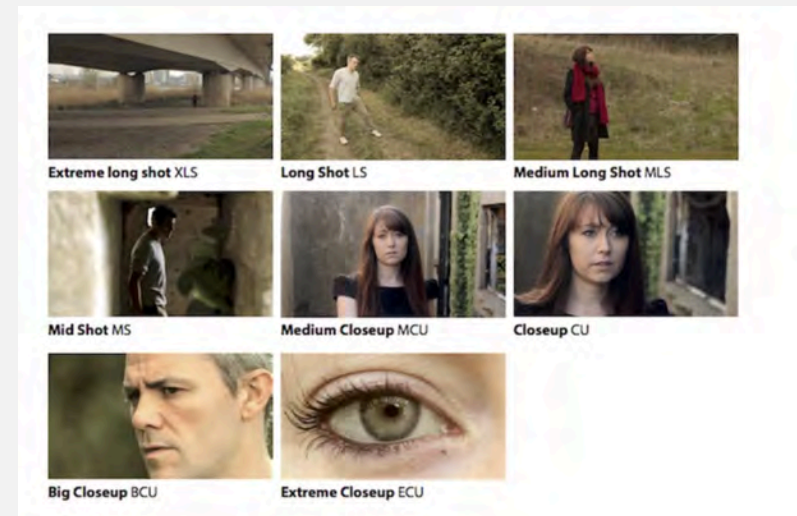
<https://uxplanet.org/storyboarding-in-ux-design-b9d2e18e5fab>

SHOT SIZES

- There are different sizes for shots with certain uses.
- Look up different Shot Sizes here:
 - <https://learnaboutfilm.com/film-language/picture/shotsize/>

Different uses examples:

- Extreme Wide shot to establish location
- Closeup for dialog



Picture from:

<https://learnaboutfilm.com/film-language/picture/shotsize/>

PRACTICE

- Draw a storyboard for your Script
 - Number your frames
 - Think about framing of a shot:
 - Long-shots
 - Close-ups
 - How much of a person and details do you need to see in a shot
 - Types of framing:
 - <https://beccawarren.wordpress.com/2011/11/27/camera-shots-types/>
 - 20-30 min



LOCATION

- Location where filming takes place (actual place or studio)
- Several things to consider, before writing a shot list (because of equipment)
 - Light
 - Noise
 - Space



Picture from unsplash.com

NOISE

- Using smartphones -> no directed microphone
 - Are many people there?
 - Will there be cars driving by?
 - Will there be wind or other noisy weather?
 - Construction sites?



Picture from unsplash.com

SPACE

- Filming with only a limited range of zoom means thinking about space
 - Will there be many obstacles.
 - How much space will I need for my framing.
 - If I use a tripod it will need extra space.



Picture from unsplash.com

LIGHT

- Light is the most important attribute to consider
 - Balance between light and sensitivity of camera = quality of video
 - Light situation can change over day
 - Artificial light can lead to color aberration
- Dim area
 - Additional light is needed
- Bright area
 - Beware of shadows
 - Beware back light



Picture from unsplash.com

SHOT LIST

- List of of the shots you have to film
- Not necessary in order of sequences in video
- Like a To-Do List for production

No	Interior/ Exterior	Shot	Audio	Description of Shot
1	Int.	Wide	VO <small>(Voice over)</small>	Portiere opens door
2	Ext.	Medium	Mic.	Portiere greets customer

PRACTICE

- Write technical Script/ production script and shot list
- 15min

No	Interior/ Exterior	Shot	Audio	Description of Shot
1	Int.	Wide	VO (Voice over)	Portiere opens door
2	Ext.	Medium	Mic.	Portiere greets customer

PRODUCTION

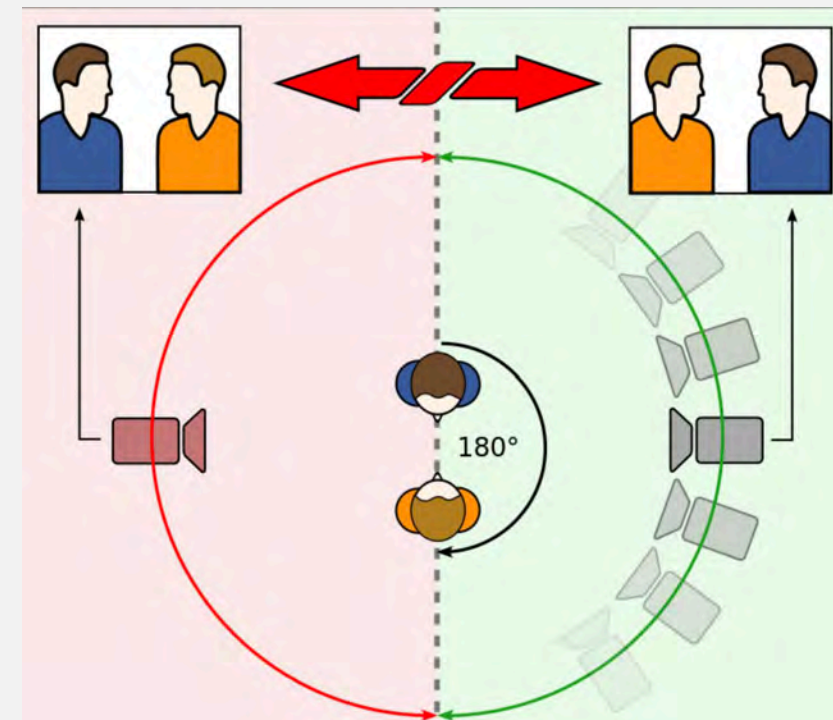
- The filming of your footage/material
- Before filming:
 - Check equipment
 - Rehearse
 - Markings for actors
- While filming:
 - Phone on mute
 - Marking beginning and ending of filming by saying “action” or something similar
- After filming:
 - Check material



Picture from unsplash.com

180° RULE

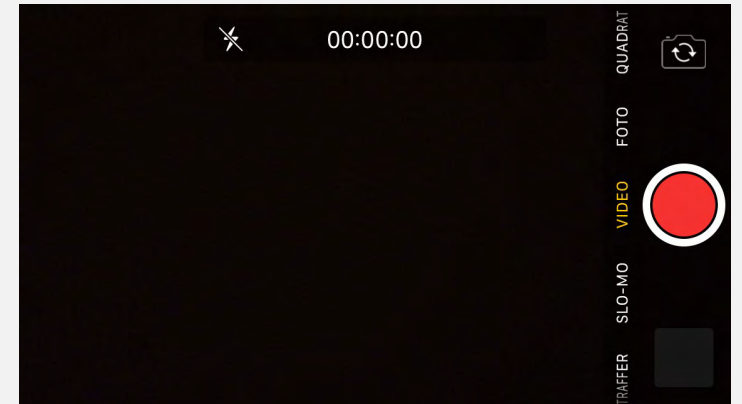
While filming, always stay on the same side of your actors to avoid jumping pictures and confusing dialog situations.



- https://commons.wikimedia.org/wiki/File:180_degree_rule.svg - [/media/File:180_degree_rule.svg](#)

CAMERA EQUIPMENT

- Camera surface Smartphone
- Start and end recording
- How to change light balance
- Switching camera
- Time code
- Camera roll



Apple

Android

PRACTICE

- Become familiar with your equipment
 - Find start button (s)
 - Find time code
 - Switch Camera mode
 - Balance light
 - Focus
 - Find the nearest distance you can focus
- 10min

ON SET

Before filming

- Make sure everyone knows their role
- Makings for actors
- Rehearse
- Check Equipment (charged battery)

After Filming

- Wrap up (cleaning, packing, removing markers)
- Preview material (did it save)

Rules on set

- One boss! (mostly director)
- Being quiet while filming
- Mute Phone
- Action and cut (or similar words) to mark filming

PRACTICE

- Give different roles in your team
- Go filming
 - Open End

POSTPRODUCTION

- Screening footage
- Editing footage
- Adding animations, subtitles, intro and outro
- Export as video file for publishing

PRACTICE

- Transferring Material
- Screening Material
- Marking good clips (Writing down name or number)

EDITING SOFTWARE

- iMovie
- Adobe Premiere
- Final Cut

- Open Source:
- <https://www.iskysoft.com/video-editing/free-open-source-video-editor.html>

EDITING SOFTWARE SURFACE

Clip Preview

Video Preview

Material/ Footage

Time Line



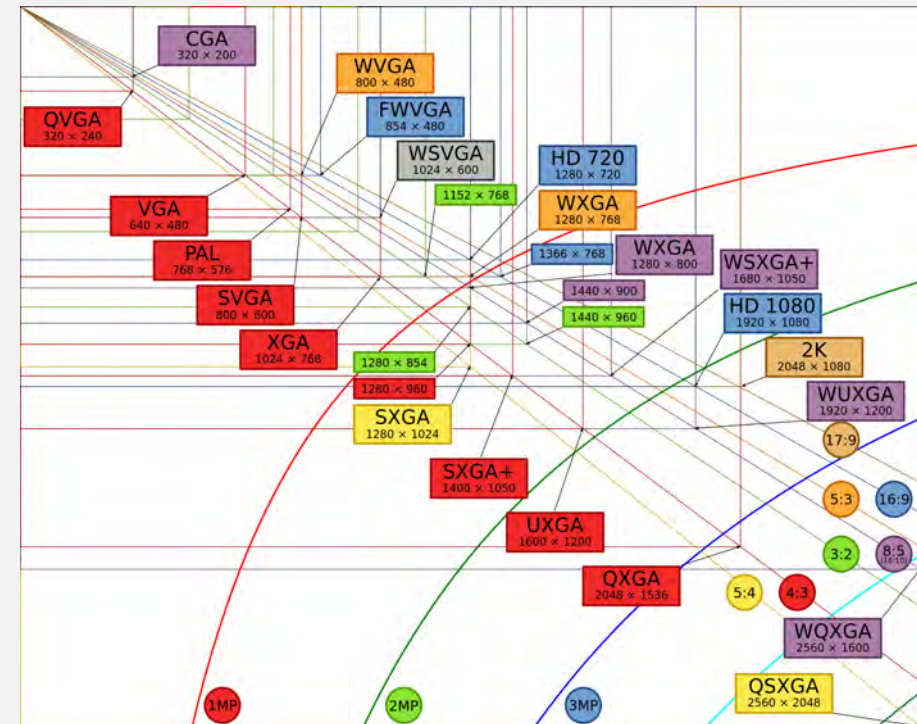
PRACTICE

- Together
- Cutting
- Sound
- Subtitles
- Credits/ Copyright
- Intro

TECHNICAL BASICS

- Leave a second before starting the dialog
- Pal/ NTCS – TV Norm - we use PAL
- Pal 25 fps (Frames per second)
- Changing size – black frame
- Definition – Widescreen
- Learning advice: Watch videos, analyze what you don't like.

https://en.wikipedia.org/wiki/High-definition_video



By Original uploader was XXV at en.wikipedia Later version(s) were uploaded by Jjalocha, Aihdikh at en.wikipedia. - Transferred from en.wikipedia, CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=4022444>

PUBLISHING

- Before Rendering/ Exporting video – Check YouTube Support for video criteria
- Check Copyright of your material
- Check your video size

- .MOV
- .MPEG4
- .MP4
- .AVI
- .WMV
- .MPEGPS
- .FLV
- 3GPP
- WebM
- DNxHR
- ProRes
- CineForm
- HEVC (h265)

PUBLISHING

- YouTube – Find
- Name: tourengvideo@gmail.com
- PW: Regensburg
- YouTube

- Copyright
 - Only use material, you have the copyright of.

- Upload your Video

PRACTICE

- Make a new video from scratch
- Have your finished video ready at 3:00 pm
- Upload at YouTube

LAW

- Have everyone sign release form
 - Actors
 - Owner of places (Hotel, bars etc)
- Only use pictures you have the copyright