

TIP SHEET:

Video How to Guide



Choose Your Equipment

1. Smartphones

- Use a smartphone for mobility. Practically every smartphone on the market comes with two things that make video recording easy and fun: a decent amount of free space to store video files, and a camcorder function for making them. Keep in mind that although smartphones are very portable, the audio/visual quality may not be as great as a dedicated video device, such as a camcorder. Check if there are any attachments such as a microphone that can improve the quality of your video. Rode makes a good one.
- Depending on the phone you're using, the camcorder may have its own app button, or it may be contained elsewhere, typically in a sub-menu of the camera app [iPhone]. If you're having trouble finding your phone's camcorder function, review its instruction manual or check online.
- Great mobile video editing apps include Videoshop, Magisto, and Video Editor

2. Webcams

- Use a webcam for convenience. As with smartphones, nearly every computer made in the last 15 years either comes with an integrated webcam (usually just above the monitor), or can be equipped with one.
- Most computers can handle webcam input with pre-installed software, but if you need a program for yours, consider Video Booth, a free and intuitive piece of software that has received positive reviews.

3. Camcorders

- Use a camcorder for quality. More specifically, use a hand-held digital or optic-media video recording device. Use editing software such as Windows Live Movie Maker, and once you become more experienced, you can migrate into more professional software.
- The most important thing with your camcorder is that it has some way to easily transfer videos onto your computer. Look for USB outputs, or opt for a device that records to discs your computer can read.
- Avoid older technologies, such as VHS camcorders and home Super 8 cameras. Transferring video from them onto your computer is much, much more difficult and expensive than with a digital camcorder.

Other things to remember

- **Follow the KISS principle.** Originally an acronym for “Keep it Short and Simple.” Try to make the video easy to understand and avoid complexity.
- **Be original, credible, and transparent.** Write a script or an outline before you record your video so that you do not waste valuable production time trying to figure out a storyline. Be short and to the point.

Structure of a well-written Script:

If your story is straight forward with a clear narrative

- Identify your audience
- The inverted pyramid contains the most important information at the top of the pyramid (the lead)
- The less important information goes at the bottom, so stories tend to fade out as you read on (background)
- When editing your story, cut from the bottom and move upwards...

If your story has multiple angles or angles of equal importance

- Identify your audience
- Solidify your angle (your perspective or spin)
- Identify your key takeaway
- Create an outline consisting of your introduction (what is your hook), a body (what is your story) and a conclusion as a brief wrap-up of the story you’ve just told
- Sprinkle interesting facts throughout, “chunk” the content into clear, digestible sections
- **Know who your audience is and how best to speak to them.** Testimonials often make great pieces of video.
- **The general rule of thumb with regards to timing is to be brief in duration.** Generally, short form content ranging from 30 seconds to 3 minutes is the way to go.
- **Aesthetics of the shoot.** Consider your appearance and that of other people on camera (solid colored clothing works best on film). Also consider post-production techniques, such as inserting text boxes in the lower area of the screen to indicate who is speaking.
- **Web and mobile friendly.** When creating Web video, always keep in mind that it is not for television—start thinking in terms of computer screens and mobile screens.

Making and Editing Your Video

Record the video

- Record multiple takes.
- You can also record a video in parts and then stitch them together on your computer to make a cohesive whole.
- Record more video than you plan to use. You can edit out the extra bits later on. There’s no reason to worry too much about getting the timing perfect right from the get-go.

Transferring your Video to the Computer

- Transfer video from your smartphone. Either connect the phone to your computer, or send the video there wirelessly.
- To copy files from your phone to your computer, connect the devices with a cable and use your phone’s proprietary interface software (for example, iTunes for an iPhone) to transfer the files.
- It should be very easy to send video files from your phone to your computer. Just look at the menu options in the video app of the phone and choose to send your video as an e-mail attachment to your e-mail address, then download the attachment onto your computer.
- Many smartphones can share your video to YouTube directly. If you don’t want to make any edits to your video, this is an acceptable option. Be sure you’ve registered an account with YouTube and are logged into it on your phone.
- Transfer video from your camcorder. Connect the camcorder to your computer, or insert the video disc into your computer.
- Your computer and the camcorder should both come with features to make the transfer easy. Generally speaking, all you have to do is highlight the video file(s) you want inside the window that displays the contents of your camcorder or disc, and drag the file(s) onto your desktop (Windows) or hard drive (Mac).
- Find video from your webcam. Find the file where the video clips are stored and select the one(s) you want. Since they’re already on your computer, there isn’t much else you have to do.

How to Edit Your Video

Edit your video with Windows Movie Maker

Most Windows users have access to a basic program called Windows Movie Maker that can stitch video clips together, erase unwanted parts, and add title screens, transition effects, and a secondary soundtrack layer if desired.

Edit your video with iMovie

Mac users should have a program called iMovie (a part of the iLife suite of programs) which does essentially the same things as Windows Movie Maker, but offers some different effects and transitions.

iMovie also comes as an iPhone app, which can be purchased and allows you to edit directly on your iPhone.

Consider other free options. Other popular free video editing programs include:

- Light works (powerful enough for the pros, but harder to use)
- Avidemux (open source and well-supported with a wiki)
- MPEG Streamclip (takes up almost no space and offers all basic editing options)
- Go pro

If you want the most powerful editing tools available, you'll have to pay for them. Commercial software options include Apple's Final Cut Pro, Adobe's Premier Elements, and CyberLink's Power Director. These range in price from \$50 to several hundred dollars.

How to Save and Export Your Finished Video to YouTube

- Save and export your finished video. Be sure to export the file to somewhere you can find it easily.
- Log into YouTube. If you don't have a YouTube account, create one – it's free. All you need is a Gmail account.
- Once that's done, click "Upload" at the top right corner to begin uploading your video.
- YouTube will ask you for various pieces of information about your video. Give the site all the information it asks for.
- Don't upload anything questionably legal, or anything that otherwise violates YouTube's terms of use.
- Upload your video. Once you've told YouTube a bit about your video, click "Upload a Video..." at the bottom of the page. Navigate to your video in the explorer window that appears, and click "Upload."
- Uploading a video to YouTube takes some time. Be patient and find something else to do for a little while your movie uploads.
- Title and describe your video.
- Use a short and to-the-point title, and short, punchy, descriptive sentences in your video description. These steps help the video appear more readily in related search results.

Source: WikiHow "How to Make a YouTube Video"