

# Creating Videos

By Ben Earnhart  
for the Labor Center

# Who am I

- Ben Earnhart
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- Work mainly with the Sociology Department

# What we want to accomplish

- Basics of planning and shooting
- Basics of post-production (editing)
- Basics of hosting

# Equipment

- “HD” cameras are now cheap
- Can get the same quality for a couple hundred \$ what used to be a \$2,000 camera

# Mini-DV vs. Memory Stick (Flash)

- Mini-DV limited to one hour
  - Need to buy tapes
- But easier to process
  - For now, need special software to handle the format used by flash-based recording, and a \*lot\* more computing power and space

# Eight Steps\*

1. Plan
2. Setup
3. Lights
4. Shooting
5. Editing
6. Formatting
7. Hosting
8. Marketing

\*Adapted from "Ten Steps" from Richwalsky 2009

# Planning

- Who is our audience?
- What will be the eventual format?
- What do we really want to say?
- Get the people you need
- Get the equipment
  - Surge protectors and/or extension cords are often needed at the last minute
- Figure out where to shoot (get permissions if needed)

# More Planning

- Rehearsal/scripting?
- Storyboard?
- If you're going for YouTube or other on-line audiences, five minutes is about all you have
- But plan to shoot a lot more to edit it down to five minutes



# More Planning

- Figure out theme/look
- Get rights to graphics, sounds
- Music makes a \*huge\* difference!
- Can purchase the rights to music clips
  - Royalty-Free
  - Public Domain
  - Get a local musician?
- Make \*certain\* you have legal rights to use the files.  
Not that anybody is likely to sue you, but many hosting providers have policies you don't want to violate.

# Setup

- Clear the room
- Eliminate sources of noise, unless you *\*want\** ambient noise
- Point the camera, look, and *double-check*
  - Many times, extraneous things like tables, chairs, electrical sockets, and stuff like that you didn't notice when shooting can really make your finished product look sloppy

# Lights

- Key, fill, and maybe back-light
- Key
  - Main light 15-45 degree angle, above the camera
- Fill
  - Generally opposite from Key, often weaker
- Back (Rim)
  - Light from behind. Can be tricky

# Natural/Ambient Lighting

- The Sun is an excellent light source
  - Main thing to remember: back-lighting can be really, really bad
- Fluorescent looks bad usually
  - Can correct some of it with “white balancing”
  - Cameras automatically compensate
  - But this only can help so much

# Shooting

- Read the manual!
- Play with it ahead of time
- Preferably have two or three cameras
- Get different angles
  - A single angle can be boring
  - Close-ups
  - Interview style, focus on subject who is talking
  - Can simulate multiple cameras with multiple takes

# Shooting

- If at all possible, use a microphone
- Can make a \*huge\* difference
- Limits ambient noise
- Much clearer sound
  - Lavalier (clip-on)
  - Boom/telescopic
- Consider using a teleprompter
  - Can just take a laptop, load it up with some software, and set it on a table just below the camera

# Shooting

- If in doubt, shoot it!
- Multiple takes with little tweaks
- Close-ups and wide shots
  - Can make up for some of this in the editing process, but lose quality

# Editing

- Adobe Premiere
  - The gold standard, but very expensive
- iMovie (if you're a Mac user)
  - Cheap, and some people claim it's as good as Premiere
- Windows MovieMaker
  - Free!
- Other software packages exist



# Editing

- Need a fast processor
- Good graphics card
- Lots of hard drive space!
  - External hard drive?
- More on editing tomorrow

# Editing

- Consider captioning
  - ADA compliance, other laws, too
  - Google can't index sounds!

# Formatting

- For the web
  - 1280x720
  - H.264, but may try other formats
  - As high a bit-rate as your computer can handle

# Hosting

- YouTube
  - Free, potentially large audience
  - Lose control of what other videos are offered to users
  - Limit on length
  - Can sign up for premium service
- Vimeo
- Host your own?

# Marketing

- Send emails to anybody you think would be interested
- Find bloggers?
- Link from your own website(s)