

EDITION DW AKADEMIE

#2018

MEDIA DEVELOPMENT

Media and information literacy

A practical guidebook for trainers

5 Video



Video profile of ...

TASK

There are millions of movies, TV shows and Internet videos around the world and everyone has their own personal preferences. Which ones do you remember best and why?



What made me laugh and why?		
Movie	TV show	Internet video
What made me cry and why?		
Movie	TV show	Internet video
What shocked me and why?		
Movie	TV show	Internet video
What changed my life and why?		
Movie	TV show	Internet video



Vlogging — plan and prepare

What topics interest you?



Circle the topic that would be most interesting for your viewers and something you have a lot to say about. Think about various aspects of that topic.



Now, circle the aspect that would be most relevant for your viewers. Formulate one main question or idea that you aim to address in your vlog.



Tips for language and text

It is always important for a vlogger to think about their audience. Select an appropriate way of addressing the audience, and speak directly to your viewers. Weave a golden thread through your vlog.

- **Introduction:** How do you want to introduce the issue to your viewers? With a personal example? With a question?
- **Middle section:** What additional aspects, questions or examples do you also want to address and when? Do you want to surprise your viewers? How?
- **Conclusion:** How do you want to end your vlog? With a conclusion? An open-ended question? With a reference to a link, another vlog, or a call to action?

Tips for voice, gestures, and facial expressions

A vlogger can employ various tools to emphasize the text.

- **Voice:** You can play with your voice and pitch: speak loudly, or quietly, and pause occasionally. Just make sure you always speak clearly.
- **Facial expressions:** Look directly into the camera and use facial expressions to indicate how you want to get your point across — whether in a serious or humorous way.
- **Gestures:** Use gestures to emphasize what you are saying.

Tips for images and sound

- **Image:** Place the camera at eye level. Make sure that the shot shows the vlogger from the chest upward, and that facial expressions and gestures can be seen clearly.
- **Sound:** Since background noise can be disturbing, choose a quiet location where no one else is speaking at the same time. Do a sound test.

Tips for recording

Turn on the recording device before the vlogger begins speaking. Let the video camera run for about five seconds and then give the signal for the vlogger to begin. Hold the camera steady. You can place your elbow on a table to help steady your hold on the camera. Wait five seconds at the end before you turn off the recording function. Extra material can always be edited out, but you can never record a moment that has already passed.



Quiz: Video shot sizes



Long shot



Medium shot



Close-up



Over the shoulder



Unusual shot

TASK

Analyze the first ten shots from video 1. For each of them, identify the shot size and write it into the bottom part of the box. Describe or sketch the action of the scene in the top part of the box.

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TASK

Analyze the first ten shots from video 2. For each of them, identify the shot size and write it into the bottom part of the box. Describe or sketch the action of the scene in the top part of the box.





Five-shot rule



Close-up of the action

What is happening? Engage the viewer and introduce a little mystery by getting very close to the action and showing a detail.



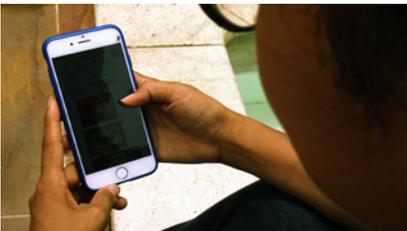
Close-up of the face

Who is doing the action? What are they feeling? Go in very close and crop the top of the subject's head.



Medium or long shot

Where is the action being done? Add context, mood, environment, location, and information about the subject's surroundings.



Over the shoulder shot

How is the action being done? Film from over the subject's shoulder to represent the person's point of view. Viewers can then identify with the person doing the action.



Unusual/alternative shot

What else should the viewer know? Be creative, stand on a chair, crawl on your belly, and vary what is in the foreground and the background.



Storyboard

TASK

Plan the shots for your storyline with this storyboard. Use the five-shot rule and a variety of shot sizes. Sketch your idea for each shot and write the shot size under each sketch. Avoid major jumps, such as a long shot to a close-up.

Title: _____ 



Check it! YouTube video

TASK



Analyze a popular video from one of the categories you have selected.

Video category: _____

Sample video: _____

Who owns the channel? _____

Content

What is the topic? Where does the video take place?

Who are the actors or characters? What are they like, how do they speak?

What conflicts arise, and how are they solved?

Images

Which things in the shots indicate location? Are there accessories and costumes?

What are the shot sizes? Is the camera static or is it in motion?

Are there cuts in the video? If so, what kind and how do they work?

Sound

Which sounds were added post-production? Is there music? What kind?

Impact

Do you feel well-informed? Why or why not?

Do you feel entertained? Why or why not?

Which topics, people or aspects felt real to you and which seemed exaggerated?

How intensely were you drawn into the video and what methods were used?



Present it! YouTube channel

TASK

Design a big poster for your presentation in the space below. Add the title of your video and the name of your channel, draw

a still picture from your video, and leave a lot of space for the “views”, “likes”, “dislikes”, and “comments” from your viewers.

The image shows a template for a YouTube video player. At the top left is the YouTube logo. The main area is a large empty rectangle for the video. Below the video area is a control bar with a play button, a next button, and a volume icon. Below the control bar is a title field, a channel name with a profile picture and a 'Subscribe' button, a 'views' field, and 'Add to', 'Share', and 'More' options. Below the video area is a 'COMMENTS' section.



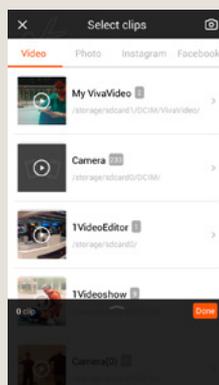
Editing video: VivaVideo (cell phone)

Start menu



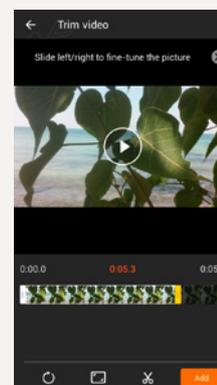
Start the app. Select *Edit* for a new project or *Studio* for an existing project.

Select clips



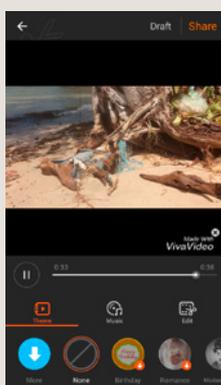
Add the first clip from your recordings.

Trim video: structure



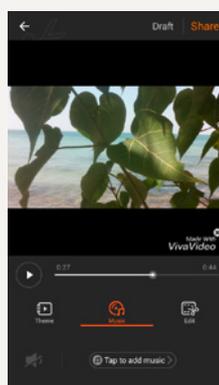
Determine the beginning and end of your clip. Tap *Add* and add the next clip.

Select theme



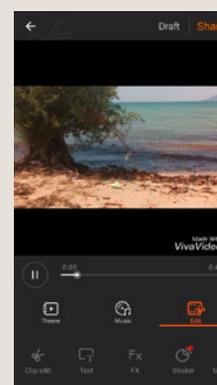
Once all the clips have been added, select *Done*. A new menu will open with *Theme* (select *None*), *Music* and *Edit*.

Select music



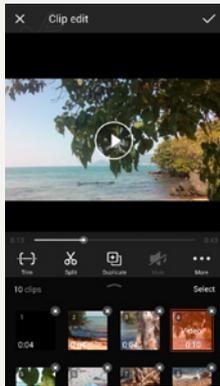
If you like, add music provided in the app. If you use other music, respect the copyrights.

Detail editing



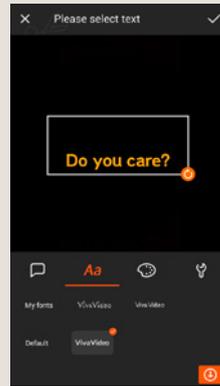
Begin detail editing by selecting *Edit*.

Fine-tuning



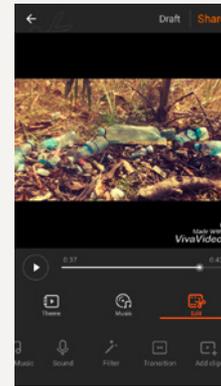
Fine-tune the clip structure by trimming, cutting or rearranging the clips.

Title



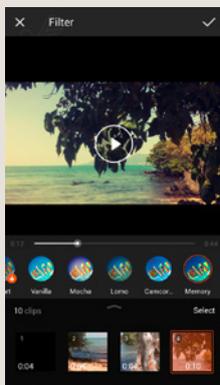
You can place the title on a black background, for instance. Select the font, color, and size.

Voice recording



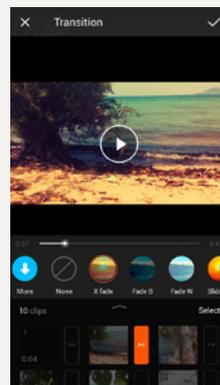
Music or voice recordings can also be added during fine-tuning.

Altering color



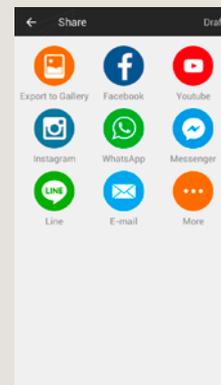
Select *Filter* and correct the coloring of your clips if you want to achieve certain effects.

Clip transitions



You can also use effects like fading to change the transitions between your clips.

Export and share

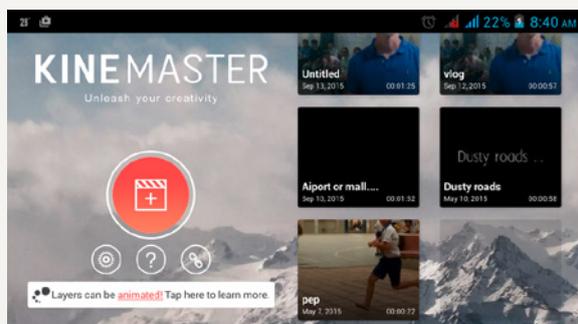


Once you are done editing, tap *Share*. Then select *Export to Gallery*.



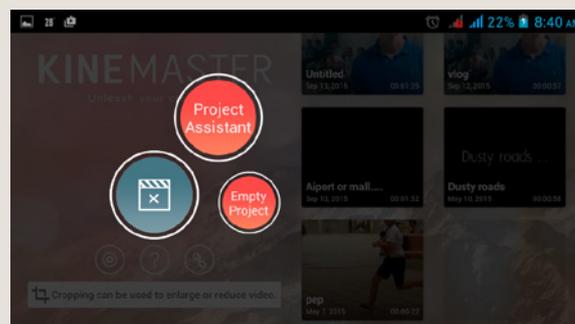
Editing video: KineMaster (cell phone)

Start application



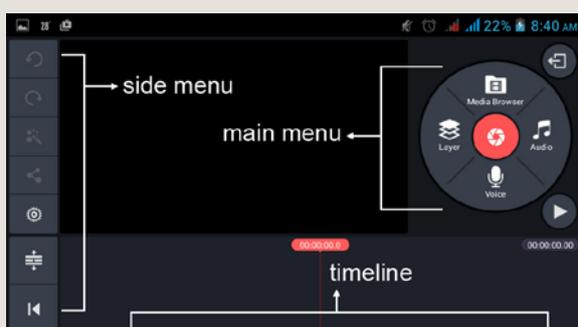
Start the app and select + to create a new project.

General selection



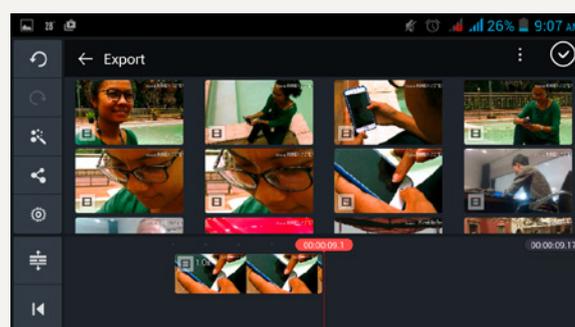
Select *Empty Project*.

Understanding the menu structure



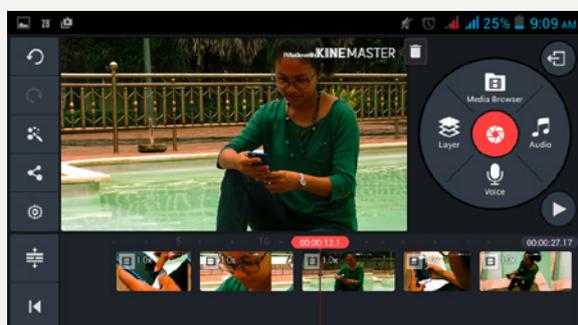
Get acquainted with the menus. Use the *Side* menu to manage general project features, use the *Main* menu for cutting, and place all the video and audio tracks for your video on the *Timeline*.

Raw edit: First clip



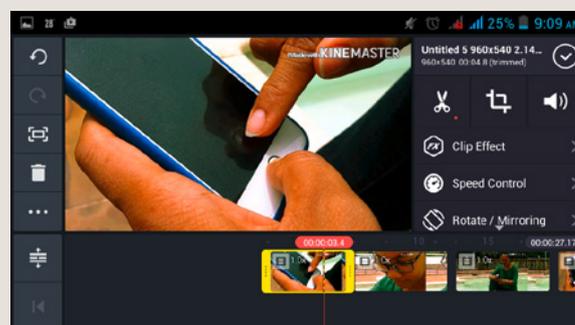
In the *Media Browser* menu, select the clip from your recordings you want to start your video with. The clip is automatically dropped into your *Timeline*.

Raw edit: Additional clips



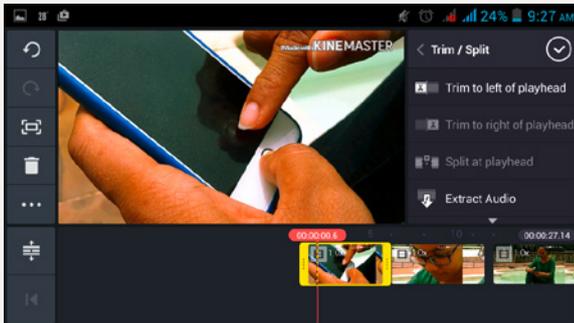
In the *Media Browser* menu, add the other clips in the order in which you want them to appear.

Fine-tuning: Clip menu



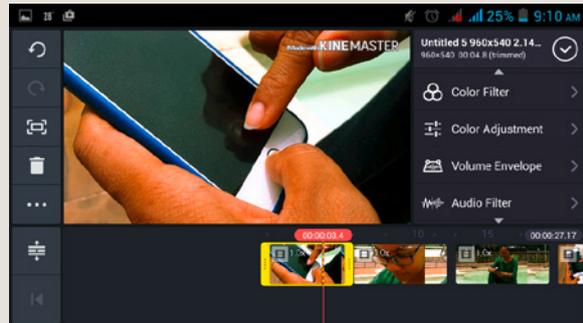
To edit a particular clip, tap on it to open the *Clip* menu rather than the *Main* menu.

Fine-tuning: Trim clips



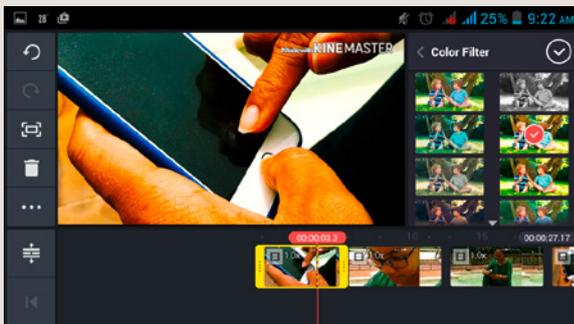
In the *Clip* menu, select the scissors. Trim the selected clip by moving the beginning and end of the clip back and forth. You can also use the menu options to trim or cut the clips.

Fine-tuning: Colors, clip volumes



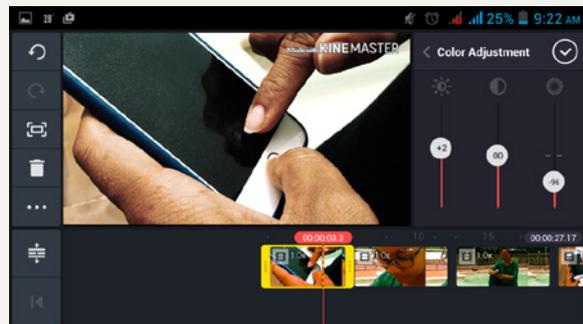
Once all the clips have been trimmed, you can work on the coloring of the individual clips. Select *Color Filter* or *Color Adjustment* in the *Clip* menu.

Fine-tuning: Color filter



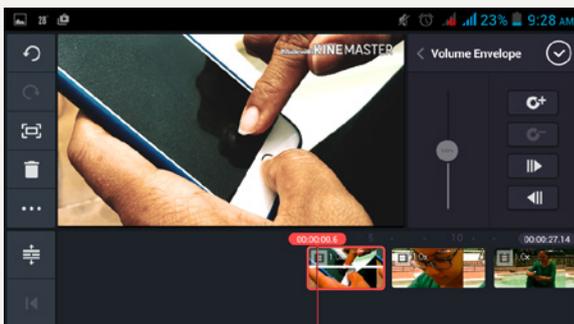
You can alter the emotional impact of an image using color filters. Decide if you want to use filters and, if so, what the impact should be. The stronger you make the filter, the more artificial the image will seem. A color filter always only applies to the particular clip selected.

Fine-tuning: Color adjustment



Use color adjustment to alter the brightness, contrast, and color saturation (from left to right) of a clip. Here as well, consider the effect you want to achieve and change the settings accordingly so that all the clips are harmonious.

Fine-tuning: Clip volume



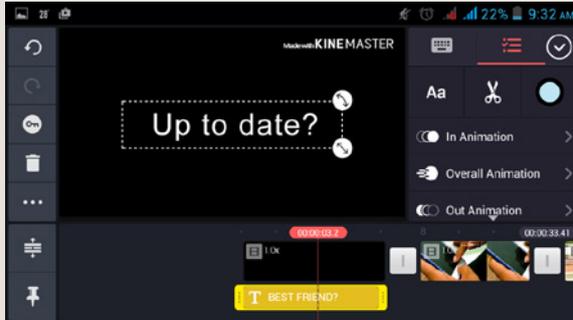
Harmonize the volume of all the clips. Go to one clip and select *Volume Envelope* from the *Clip* menu and use the controller to alter the volume.

Main menu: Layer, voice, audio



Tap an empty space on the timeline to return to the *Main* menu. Here, you can add other layers to your video, like text, stickers, audio, and language.

Fine-tuning: Title



To add a title, select *Text* and then enter your text. Choose a font and a color for the text. If you would like the text to appear against a black background, just add black video to the beginning.

Fine-tuning: Off-camera narration/language



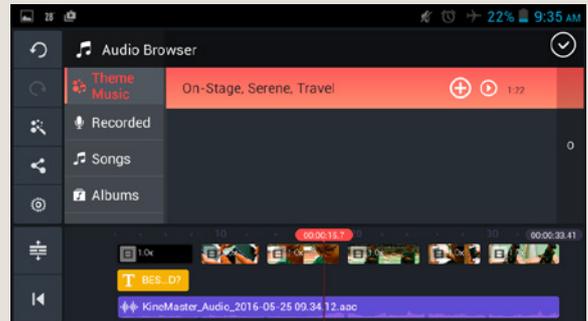
To add off-camera narration, select *Voice* and then go to the place where the narration should begin. Select *Start* to record and *Stop* to end a recording.

Fine-tuning: Off-camera narration/voice



The voice recording has its own audio track (in purple). Just as you did with the other video clips, you can trim the beginning and end, delete the unwanted bits, and adjust the volume.

Fine-tuning: Music/sounds



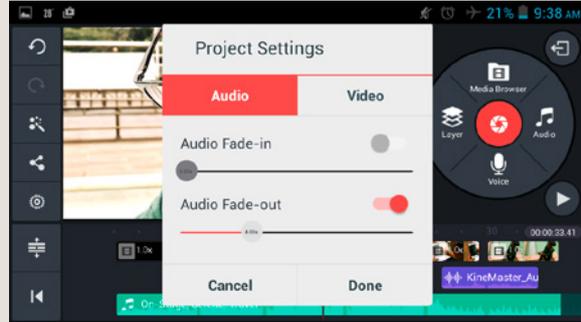
To add music or other sounds, select *Audio* in the *Main* menu. Search through your audio library and add the audio you would like to insert using *+*. Remember: if you wish to publish or post your video, you may get into legal trouble if you infringe on composers' or musicians' copyrights. Use only your own music or music with a Creative Commons (CC) license.

Fine-tuning: Audio tracks



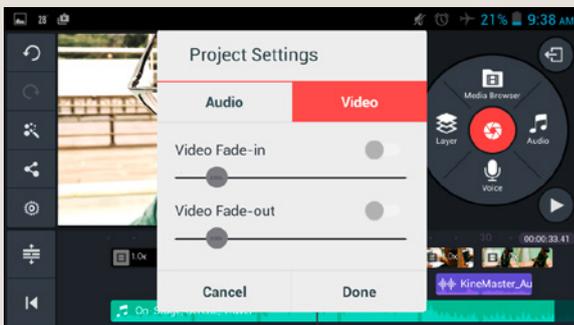
When you add audio, a new audio track appears (in green). Compare the tracks and adjust the volume levels, if necessary. You can also trim and delete spaces.

Side menu: Project settings for audio



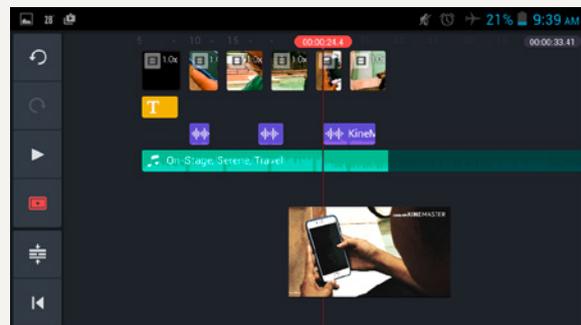
You can adjust the settings to make the fade-ins and fade-outs of the audio tracks automatic. This makes the transitions less abrupt. To do this, go to the *Side* menu and click on the wheel. Select *Project Settings for Audio*.

Side menu: Project setting for video



Like the project settings for audio, you can set automatic fade-ins and fade-outs for the the video clips here.

Side menu: View



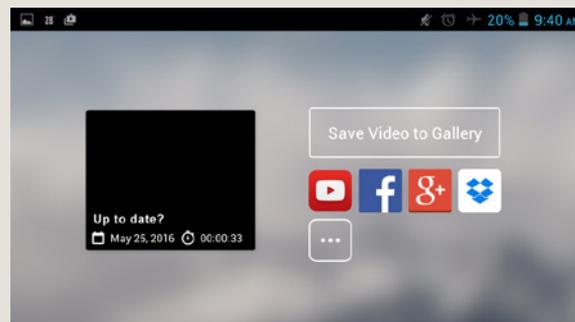
In the *Side* menu, you can adjust the display of your timeline and the viewing function. The *Play* button allows you to show your edited video in full screen.

Side menu: Share



Once you have finished editing your video, you must export it out of your app. Select the *Share* button to export.

Export: Save video



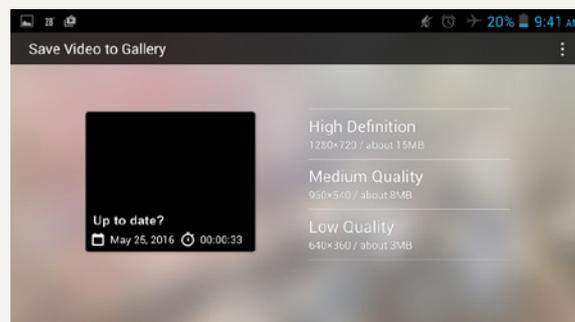
To save the video long-term, tap *Save Video to Gallery*. If you would like to share it right away in a particular app like Facebook, tap that particular button.

Export: Free version with watermark



If you are using the free version of KineMaster, you can only export your video with a watermark. Select *No Thanks, Continue with Watermark*.

Export: Choose quality



You now have to decide on a particular quality. *Medium Quality* is sufficient for viewing. Select *High Definition* for the best quality when you save your final version. Depending on the quality you choose and the length of the video, it can take a few minutes for the video to be exported.

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