



VIDEO TRAINING SESSION

INTRO: Colum Coyle

This three hour session will include the following:

- Brief introduction and background
- The importance of video content in the digital market.
- Introduction to video & lighting equipment and how it works.
- How to use the equipment and how to record – hands on experience.
- How to edit your footage and add in effects.
- Tips on the type of videos that really stand out online.
- How to use your video on social media to get the best results.

VIDEO CONTENT

2015 was a landmark year for digital video. It tied with social media in 2014 when it comes to average time spent per day engaging with different digital activities.

In 2015 digital video finally pulled ahead.

Users are spending an average of 1:55mins with digital video each day, and only 1:44mins browsing social networks.

WHAT DOES THIS TELL US?

Video content is more important now than ever online AND it's even easier to create decent and semi-professional looking content now more than ever.

“CONTENT IS KING, AND CONSISTENCY IS QUEEN”

CONCEPT:

Coming up with an idea for a video is often the hardest part. Remember; you're not Christopher Nolan, so often the simpler the better. Make sure you keep on message and remember what you're trying to promote. It can be a film masterpiece if you like but don't get lose the point of the video in the process. This is Content Marketing.

INTRO TO THE EQUIPMENT

CAMERA: TODAY WE'RE USING OUR SMARTPHONES - THE SMARTPHONE IS THE EASIEST WAY TO SHOOT GOOD QUALITY VIDEO.

TRIPOD: THE BEST AND MOST AFFORDABLE WAY TO ENSURE YOUR VIDEO IS STEADY AND PROFESSIONAL LOOKING - THERE'S NOTHING WORSE OR MORE PAINFUL TO WATCH THAN SHAKY FOOTAGE!

MOUNT: BECAUSE WE ARE USING SMARTPHONES, THEY WON'T HAVE AN IN BUILT MOUNT TO ALLOW THEM TO BE ATTACHED TO THE TRIPOD, SO WE USE THIS SIMPLE MOUNT TO ATTACH OUR CAMERA TO THE TRIPOD.

MICROPHONE: TODAY WE ARE USING THE Audio-Technica ATR-6550 Condenser Shotgun Microphone. THIS IS A GREAT MIC FOR DING INTERVIEWS AS IT IS A "DIRECTIONAL" MIC. WHICH MEANS THEY CUT OUT AMBIENT NOISE AND ONLY RECORD WHATEVER AUDIO SOURCE THAT IT IS POINTED AT. IT'S AS SIMPLE AS PLUGGING THE CABLE INTO YOUR SMARTPHONE'S HEADPHONE JACK.

LIGHTING:

You're probably familiar with how to hit record on a video camera, but the key to getting good looking video, is good LIGHTING.

Lighting can vary from the most simple to very complex, and this just depends on how complex you wish to get with it.

The best lighting is natural daylight, there is almost no artificial light in the world that can give the same quality and coverage than that big yellow disc in the sky. when possible, bring your subject next to a window where daylight is streaming in or go to a quiet place outside.

Failing that, a good white led bulb or light source will give the best colour balance in terms of not saturating skin tones.

HOW DOES THIS THING WORK?!

As mentioned above it's not just as simple as hitting record, here are the 5 things you need to consider when planning to shoot.

1. **LIGHTING** - Make sure there is an even spread of light on the subject and you can clearly make out all the features.
2. **FRAMING** - Use the inbuilt framing guidelines on your camera to line up the shot so that's nicely centred or evenly off-centre, and that everything you want in the shot is visible and not too close to the edge.
3. **SOUND LEVELS** - you want to aim to have your main source of audio to be peaking at around -6db
4. **NOISE** - Stick on some headphones and Make sure there isn't any distracting background noise, like traffic or people talking or wind.

Once you have finalised these four things, you are then ready to shoot a take!

EDITING

Once you have shot everything you need for your video it's time to import your footage into your computer and editing software.

I use Final Cut Pro but there are basic principals that stay true to all video editing software.

I recommend either iMovie for Mac, or Windows movie Maker for PC or if you feel like spending a bit of money (and generally you get what you pay for with video editing software) Adobe Premiere Elements for PC is a good affordable option with many of the best features of the full version of Adobe Premiere.

First, import your footage, then select all the best takes and place them into your editing software of choice.

Trimming each shot down to just what you need to use will save a lot of time and computer power.

Adding in simple transitions can really lift your edit and make it more smooth looking. However don't go too crazy, unless it's zany you're going for, in that case: go wild!

However most of the time a simple crossfade will suffice.

PLACING TEXT

Most editing software will come with in-built text effects, but most of the time all you will need is a simple title, that you can easily move around the screen by clicking and

dragging and resizing to your desired place and size. Plus, you can change the font to suit your brand here too.

EXPORT

Once you are happy with your edit, then it's time to export! the best format for online is "H.264" this is a good codec for online streaming and has a small file size, but still looks great.

WHAT KIND OF VIDEOS STAND OUT ONLINE?

Catch your audience's attention within the first 3 seconds, otherwise they'll just scroll on by.

Make it SHARE WORTHY! - Create something that either makes people laugh, cry, angry or something to make them think. If you can evoke an extreme emotion then it's more likely they'll want to hit that hallowed share button and make sure their friends know how they feel about this brilliant piece of content.

HOW TO BEST USE YOUR VIDEO ONLINE

Original Video content on Facebook is massive right now, and FB's algorithm favours video content over every other type of post in it's hierarchy. So uploading your videophile directly into Facebook is the best way to deliver your video to your Facebook audience/followers.

Obviously it's also a good idea to also upload the video to YouTube so that you can share it over email etc. and embed it onto your website or blog.

Vimeo is also another option however it has slower upload times, and without a premium account after loading you're put into a 30min queue before it goes live on the site.

Be proactive about sharing your content!

Share the video specific Facebook groups that might be interested in the subject or content of your video, use #hashtags and share a snippet/teaser on your Instagram.

ANY QUESTIONS?

colum@quietarchmedia.com