



# Video Production Workshop

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# Introduction

- About US
- Workshop outline:
  - *10.00 – 10.45 Introduction*
  - *10.45-11.00 Coffee break*
  - *11.00-12.30 Producing video material*
  - *12.30–13.15 Lunch*
  - *13.15–14.00 Retrieving video material*
  - *14.00 – 15.30 Online editing and publishing of video material*
  - *15.30 -16.00 Wrap up and discussion*

# Why to use video

- Making videos became easier
- Easy to reach audience \*
  - Watching 1000 min/month of online videos
  - Leading population 18-24 and 25-34 age
  - Continues to rise
- Social media network (such as YouTube) are becoming main search engines
- Used for entertainment and education
- Great for marketing/promoting (80% recalls of video ads)
- 86% of educational institution are present on YouTube
- Vital for promoting education

\*<https://www.advance-ohio.com/importance-videos-education-marketing/>

# How to share video

- Numerous online portals
- Most of them offer free service
- Online video portals have different themes and audiences
  - <http://www.schooltube.com/>
  - <http://videlectures.net/>
  - <http://www.teachertube.com/>
  - <https://vimeo.com/>
  - Facebook
  - YouTube

# Video sharing on your own server

- Suitable for bigger institutions
- High maintenance costs
- Full control over the content
  - Who and when can watch
  - Setting own policies/intellectual rights
- Hard to serve viral videos
- No ads

# Using (free) video sharing platforms

- YouTube dominates the web
- Intellectual rights issue (who owns the video after upload):

*“Meaning, YouTube always allows the owners to retain ownership of their work. But what they require in their terms of service is that you grant to YouTube a non-exclusive, worldwide, perpetual license to freely sub-license, re-distribute, re-publish, monetize, and whatever they may want to do with your video. They’re basically requiring that you grant YouTube all of the same rights that you have with your video, short of turning over your rights to them.” (I.e., assigning to YouTube your complete rights.) - <http://tubularinsights.com/youtube-copyright-ownership/>*

- Importance of community
  - Easy to reach mass audience
  - Comments (requires moderation)
  - Loyalty (returning visitors)
- Additional services (monetizing, statistics)
- Online video editing (makes video editing even more simple)

# How to create Youtube channel

- Guided tour
- Encouraged to try it on your own...

# Producing video material

- This session will focus on the creative side (technical aspects will follow in next session)
- Three aspect to consider before and when making videos
  - Content (story)
  - Audio
  - Video
- Thought-through filming saves lots of editing time

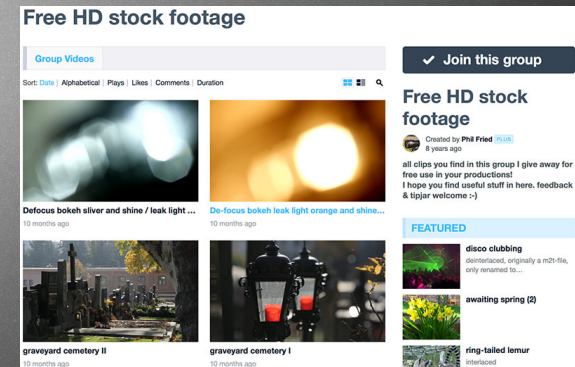


# Creative aspect of videos

- Purpose of video
- Targeted audience
- What kind of message you are trying to convey
- Think from the audience perspective
- Keep videos short (dense content)
- Avoid static videos (one camera position throughout entire video)
- It is a learning process (learning by failing)
- If possible make a storyline ahead (make a timeline)
  - Helps to avoid making unnecessary videos or miss the vital one

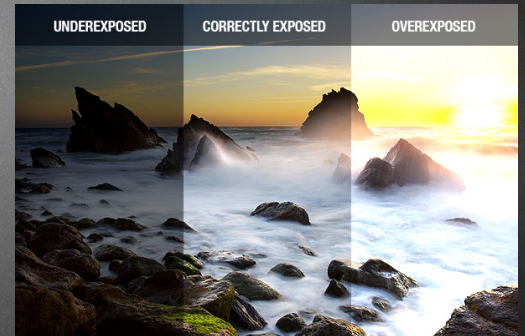
# Leverage from stock material

- Lost of material available on the Internet that can easen video production
- Lots of free material, search by theme
- Be carefull with licencing
  - Especially with royalty-free
  - Lots of free material available for non-profit/educational purposes
- Possibilty to contribute (**exchange**) material
- Examples:
  - <https://www.shutterstock.com/>
  - <http://www.istockphoto.com/se/en>
  - <http://www.gettyimages.com/>



# When making a video

- Focus on light
  - Good light conditions improves video quality (especially when using smartphones cameras)
  - Avoid shooting towards the light
  - Check for the shades
  - Check for overexposure
  - Use lights (high lumens) or flashlights to improve the quality
  - Consider weather conditions/time of a day
- Consider the scene
- Try to change perspectives
- Create audio/visual marks for easy editing



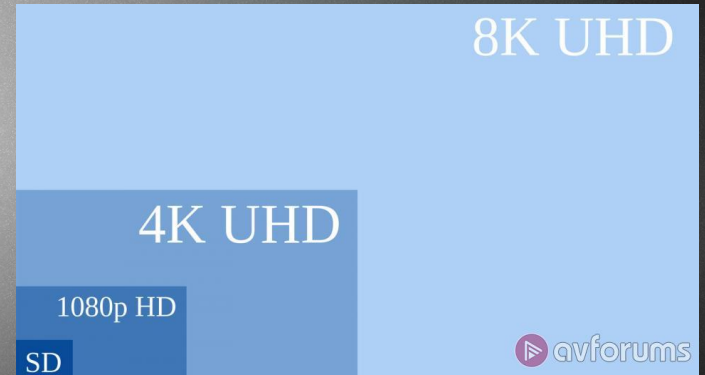
# Importance of sound

- Sound aspect often neglected
- Very important part of making video
  - <https://www.youtube.com/watch?v=-PLMiA18tBc>
- Big problem with smart phones
- Try to eliminate noise
  - Wind (use some sort of padding)
  - Avoid busy time
  - Use affordable external microphones
  - Use sound recorders



# Technical aspects of making video

- Resolutions: VGA, XVGA, SD, HD, 4K UHD, 8K UHD,...
- Aspect ratio: 4:3, 16:9,...
- Frame rate: 15, 24, 25, 30 or whatever)
- Colour depth
- Files (containers): .flv, .mov, .wmv, .avi, .mp4
- Video encodings:
  - Lossy vs. Non-Lossy
  - Codecs: Mjpg, MP4, H.264, FLV,..
  - Bitrate (Constant vs. Variable)
  - Keyframes
- Audio: Sample rate, Stereo/Mono



# What kind of gear to use

- Smartphones (most modern phones have good enough camera)
  - Advantages: Always follows you, no additional costs
  - Disadvantages: Usually high video noise in low light conditions, lack of manual settings, sound issues
- Compact cameras (popular, high quality)
- Video cameras (good image stabilization)
- Sound recorders
- Stabilization gear (gimbal), tripod
- Extra lights, reflectors
- Additional storage cards

# Retrieving video

- Smartphone:
  - USB cable,
  - Over network; cloud services (issue with resolutions)
- Cameras: SD card, CF card and card reader (HiRes requires fast cards)
- Big files, it takes time
- Avoid using cloud/online services –too slow

HOW MUCH VIDEO CAN I RECORD with MILs/DSLRs and point & shoot cameras			
CAPACITY*	4K Ultra HD	FULL HD	HD
	(MP4, MOV, 3840x2160 @ 25fps)	(MP4, MOV, 1920x1080 @ 24fps)	(MP4, MOV, 1280x720 @ 24fps)
	RECORDING TIME (MINUTES)		
128 <sub>GB</sub>	224	320	640
64 <sub>GB</sub>	112	160	320
32 <sub>GB</sub>	56	80	160
16 <sub>GB</sub>	28	40	80

\* Approximations; Results and 4K Ultra HD (3840x2160), Full HD (1920x1080) and HD (1280x720) video support may vary based on host devices, file attributes and other factors. 1GB = 1,000,000,000 bytes. Actual user storage less.

\*Sandisk

# Storing video

- Copy videos to your PC local hard drive for editing
  - Avoid editing on SD cards, phone or USB drives
- Long term storage on PC or USB drive
- NAS storage solutions
- Cloud services: require fast internet connections (problems with ADSL and mobile network, works with fiber/ethernet)
- Try to save editing project files if you need to change video later on
- Take care of backups, use several drives, online services: in general reliable long term storage



# Video editing software

- Lots of free software available
  - Usually useful for home use or non-profit use
  - Can be done even in smartphones (lots of apps)
  - Gets problematic when used for commercial/professional use
- Build in editors (Windows: Movie maker, Apple IOS: iMovie) – not included in newer systems
- HD and UHD demanding for editing (strong PC required)
- Online video editing (requires good Internet connectivity) – often free and build into the video sharing portals (YouTube)

# Reaching audience

- Ranking of videos
- Accessibility of videos (technical obstacles, hearing disabilities)
- How to reach audience
  - social media
  - institutions webpages
  - attractive title of the video
  - links from other videos
- Comments moderation

# Video editing steps

- Sketch a storyline on a paper
- Gather all the material: videos, texts, audio track, narrations
- Add material into the timeline
- Edit
- Render video (save video)
- Publish/store video



**Thank you for your  
attention!**