Better Together!

Make a Difference in YOUR Community

LIGHTS, CAMERA, ACTION!

A Guide to Making Online Videos
for Community and Voluntary Groups

PRODUCTION _____
DIRECTOR _____
CAMERA _____
DATE   SCENE   TAKE

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1. Introduction to Online Video

They say a picture is worth a thousand words. Well, if that is true, then online video has the potential to be priceless. In what other medium can you combine words (spoken or on-screen text) with arresting and eye-catching imagery / footage – and all for a next to nothing in cost?

Popular online video websites like Youtube, Vimeo or Veoh, can provide you with the perfect platform from which to paint your communication pictures for the world.

How Popular?

It is estimated that an incredible 20 hours of video is uploaded to Youtube (the most visited online video website) every single minute. These videos consist of all sorts of content: from the comedic to the crass to the more carefully thought out, Youtube has got it all.

Some people see that as a problem: they imagine online video websites to be the preserve of time-wasters and slackers, but that is a misconception. The power of online video is not just that you can create a clever clip, upload it and then promptly forget about it – rather, it is that you can then embed your video in your various social media profiles, on your website, and in promotional emails to your target audience. A good online video can illuminate a campaign, inspire a movement and serve as a technologically astute calling card for your organisation's relevance and online growth.

The aim of this guide is to show you how to achieve this.

2. Getting Started (things to consider, options)

You've got the will, the inspiration and the ideas – all you're missing is the right equipment. Below you'll find a brief description, along with some limited example of popular / bestselling products, of the various types of equipment you can use to shoot your video project on.

2.1 Camcorders

Short of buying an ultra-expensive cine-camera, camcorders are the most accessible way of shooting your online videos. There are so many models, covering all price ranges, to choose from that it may get a bit dizzying deciding which one is right for you.

We outline the main options below:

"Shoot and Share" Camcorders – cheap and cheerful and capable of shooting high quality video, this is the latest category of camcorders to hit the market. With prices starting at around €100, these pocket-sized camcorders feature an internal memory; a basic zoom function; and very often have a handy flip out USB arm (allowing you to plug the camcorder directly into your computer).

- ❖ Do choose this camcorder if you want an inexpensive and highly portable camcorder for video on the go.
- ❖ Don't choose it if you want the high-powered tools and features offered by the higher-end camcorders (see below).
- ❖ **Top-rated / best-sellers on Amazon.co.uk:**
    - o Creative Vado HD 4GB 2nd High Definition Pocket Camcorder – get more info
    - o Flip Video Ultra Camcorder 2nd Generation With 4GB Memory – get more info
    - o Kodak Zi8 HD Pocket Video Camera – get more info

Flash Memory Camcorders – working on the same internal memory principal as the "shoot and share" camcorder, higher-end flash memory camcorders usually come with a wide range of features, such as: automatic face detection; image stabilization; and high-definition recording. Again, like the "shoot and share" model, there are no moving parts, tapes or

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DVDs required for these camcorders. In addition, the internal memory is usually expandable.

- ❖ Do choose this camcorder if you want the best of both worlds: a self-contained camcorder with lots of video tricks up its sleeve.
- ❖ Don't choose it if you also want to be able to record directly to DVD.
- ❖ **Top-rated / best-sellers on Amazon.co.uk:**
  - o Panasonic TM60 Full HD Camcorder With 16GB Inbuilt Flash, Wide Angle Lens – get more info
  - o Samsung R10 Full HD Flash Camcorder (5x Optical, 2.7 inch LCD) – get more info
  - o Panasonic SDR-S15 Flash Memory Camcorder With SD Card Slot – get more info

Hard Drive Camcorders – an increasingly popular option, hard drive camcorders record all footage directly to the cameras built-in hard drive. As anyone familiar with a computer hard drive is aware, this means that there is potential to store hours and hours of video on the camera. In addition to the usual high-end features and tools, you can also expect options for choosing your video quality (lower quality provides you with more shooting time etc.)

- ❖ Do choose this camcorder if you think you will be shooting a lot of video (beyond the limited memory capacity of internal flash camcorders).
- ❖ Don't choose it if you want a quick and simple shooting solution.
- ❖ **Top-rated / best-sellers on Amazon.co.uk:**
  - o Panasonic SDR-S50 Camcorder SD Card, Wide Angle Lens – get more info
  - o Sony DCRSR58EX Handycam Camcorder With Built-In 80GB HDD – get more info
  - o Sony DCRSR37ES Handycam Camcorder With Built-In 60GB HDD – get more info

DVD and MiniDV Camcorders – stocked with varying degrees of features and tools (zoom, face detection etc), both of these camcorder types require you to record your video directly onto DVD / mini videotape. Most newer models permit the uploading of content to computers, but the process can be time consuming.

- ❖ Do choose either of these camcorder options if you want to have a recording that you can play back on suitable TV/video equipment.

- ❖ Don't choose either option if you are adamant about uploading your video to the internet.
- ❖ **Top-rated / best-sellers on Amazon.co.uk:**
  - o Sony DCR-DVD106 Handycam DVD Camcorder With 2.5" LCD Screen – [get more info](#)
  - o Canon DC95 Digital DVD Camcorder (2.7" Widescreen Colour LCD) – [get more info](#)
  - o Sony DCR-HC45 Handycam Mini Dv Camcorder with 2.5" LCD screen – [get more info](#)

2.2 Digital Cameras

Another excellent option for recording video is to use a digital camera. Most digital cameras come equipped with some sort of basic video shooting option as standard nowadays. Newer models may also a high-definition shooting mode, which will only serve to further enhance your video project. Most digital cameras also have expandable memory cards, so that you can increase the amount of video footage that you shoot.

Digital cameras also usually have a good zoom option, although you might want to ensure that a particular model is capable of zooming while recording video before purchasing it. A good tripod can also go a long way in enhancing the quality of your video shoot.

One of the often overlooked advantages of shooting video with a digital SLR camera is that, once you've wrapped your shooting, you can then click off a bunch of still photos on the same device, which you could then use to compliment or accompany your video campaign.

- ❖ Do use this option if you want a multi-tasking piece of equipment that is easy to operate and connect to your computer.
- ❖ Don't use it if you require the higher-end camcorders with all their bells and whistles.
- ❖ **Top-rated / best-sellers on Amazon.co.uk:**
  - o Canon EOS 500D Digital SLR Camera with HD video – [get more info](#)
  - o Panasonic Lumix TZ7 Digital Camera with HD video – [get more info](#)
  - o Canon PowerShot SX210 IS Digital Camera with HD video and stero sound – [get more info](#)

2.3 Mobile Phones

Mobile phones are certainly not the ideal way to shoot video but, as most of us usually have one to hand at all times, and as the quality of video they are capable of shooting is constantly improving, you should definitely keep them in mind.

As with all video footage, you need to consider the possibilities and the drawbacks of the technology you are employing. For example, can your mobile phone record sound as well as video? Does it look too grainy when expanded to the size required for an online video? How much footage is your phone capable of recording? How do you then transfer it to your computer / the internet?

Preparation and understanding of what your equipment is capable of is of paramount importance. But, at least if it doesn't work out, you will still be able to call a taxi to take you home!

- ❖ Do use this video recording device if you've got a really high-tech James Bond type phone and if you've really got no other option.
- ❖ Don't use it if you've got a Miami-Vice style 1980's phone and if you require quality video.
- ❖ Compare mobile phone models here:
  - o Vodafone - http://www.vodafone.ie/
  - o O2 - http://www.o2online.ie/
  - o Carphone Warehouse - http://www.carphonewarehouse.ie

2.4 Webcams

Another video recording option, of limited but definite use, is to record your video using a webcam. The most obvious limitation a webcam offers is that you need to be sitting at a computer in order for it to work.

Where a webcam comes into its own however, is when you are unable (due to distance or other reasons) travel to interview someone of interest. With a little bit of planning it is possible to set up a video conference with this person instead. You can instruct them in how they can set up their webcam to record themselves answering your questions (possibly over the phone). You can

even set up a split screen, which can be recorded, between the two of you. Another dinky attraction of using a webcam is that you can record your webcam broadcasts directly to Youtube, with no need for editing programmes at all (login to Youtube – click **Upload** and choose the **Record from webcam** option).

- ❖ Do use a webcam if you are unable to travel to interview a subject.
- ❖ Don't use one this option if you need a flexible and portable video recording device.
- ❖ **Top-rated / best-sellers on Amazon.co.uk:**
    - o Microsoft LifeCam VX-1000 Webcam – get more info
    - o Kinobo USB Webcam 6.0 Megapixels with Metal Stand + Mic & LED lights – get more info
    - o TeckNet New Webcam Camera, 5 MegaPixel, 5G Lens, Built-in microphone, Built-in LED lights – get more info

2.5 Or No Video at All!

One of the most effective ways of putting together an online video is to create a photo montage (perhaps set to music or with narration). No interviews, or footage required – just a carefully arranged series of still photos.

The advantage of this approach is that, first of all, you obviously don't need to go out and buy a camcorder on which to shoot your video. Also, if you take your time and do it right, you may well end up creating a video that tells a more compelling story than a dozen interviews could ever do.

One method of putting a photo montage video together is to use either Windows Movie Maker (PC) or iMovies (Mac). Just like when making a video from recorded footage, firstly you import your content (photos) into the movie editing suite and then begin the cutting process. See the **Create Your Masterpiece** section below for further instructions.

Alternatively, you can use one of the many free video slideshow software packages that are available online. See the **Appendix I. Free Online Video Resources** below for suggestions.

3. Be a Spielberg in 10 Easy Steps (tips for shooting good video)

Whether you've purchased a high-end HD camcorder or perhaps a more modest digital device, there are some universal standards when it comes to shooting video. Try to keep at least some of these in mind before you hit the record button:

1. Get to know your equipment...

When you get your shiny new camcorder/camera, chances are that you're going to want to rush out and immediately start making your movie. Tempting as it may be, the smart move though is to take the time to read through the instructions before doing anything else. You don't, for example, want to be about to interview someone only to realise that you actually have no idea how to turn on your camera!

Take the time to learn the ropes and become familiar with your equipment: it may just save you from some embarrassing situations further down the road. (It might also be a good idea to test out your skills on willing colleagues and friends.)

Finally, don't make the most basic rookie mistake of them all - don't forget to charge your battery before leaving the office!

2. Steady your shot with a tripod...

A shaky video doesn't just look amateurish and unpleasant on the eye but it is also likely to produce in the viewer a distinct feeling of sea-sickness! There are some schools of thought that swear by the shaky, hand-held camera look, due to the apparent realism it provides. However, as the objective here is to produce a watchable online video that gets your message across in the most effective way possible, this is not a good option for the casual video maker.

Therefore, to steady your hand and make your interviews look as professional as possible, a tripod is strongly recommended. If you don't have a tripod to hand however, you could try placing your camcorder/camera on a flat surface - making sure to check the subject is centred appropriately in the frame - and then hitting the record button.

3. Search for that unique angle...

When you've made a couple of videos already, you may want to branch out into something a bit more adventurous. A good way to achieve a fresh feel to your videos is to shoot from a different, less predictable angle. For example, you could try a high angle shot when filming a large gathering/event (to give it a panoramic aspect) – yes, a step ladder might just give your video that extra edge it's been looking for!

Try and find a backdrop that has something to do with your subject. For example, if you are interviewing a football coach about his work with young people, film the introduction/interview with footballers playing in the background. So many amateur videos contain monotonous shots of interviewees with a blank wall behind them – the challenge is to bring the subject to life with colourful shots of activity. Even a shot of someone drinking coffee in a cafe is livelier and more dynamic than a dull office setting!

You should also familiarise yourself with the 'Rule of Thirds' - this is a concept in video production in which the frame is divided into an imaginary grid of nine squares and then the most important elements (e.g. faces) are placed where these lines intersect.

4. Establish a professional look...

Establishing shots are a good way to achieve a professional feel for your video. Establishing shots are where you shoot some footage, up to 20 seconds worth, of an interesting view/event/building over which you can apply some voice-over during the editing process. This is a very good way of introducing an interviewee (perhaps with an establishing shot of the building where the interviewee works or of them speaking at a conference) to your viewers.

Establishing shots typically are taken from a distance or in close-up (to distinguish them from the standard interview shot).

5. Respect the power of zoom...

Chances are good that your equipment comes equipped with a zoom function and you shouldn't be afraid to use it. But, as we all know, with great power comes great responsibility (or great disaster!) No viewer wants to be subjected to a video with a zoom-happy director on duty - so remember to use that great

power sparingly, *if at all*. And when you do choose to zoom in on a subject/interviewee do so carefully and slowly.

The same goes for panning shots - avoid using them to excess (unless you're recording a tennis match of course!)

Used sparingly, both of these techniques can lend your video a truly professional look. Now, are you ready for your close up?

6. Conducting a successful interview...

Put your interviewee at ease and keep things as informal as possible - this isn't The Frontline on RTE (we can't all be as charismatic as Pat Kenny after all). In order to prevent your interviewee from rambling endlessly into camera, give them a firm idea before you start recording of what the focus of the interview will be and approximately how long it will last.

When it comes to the more technical aspects of the interview setup, remember the 'Rule of Thirds' concept (from above) when positioning your camcorder/camera and remember to leave a little headroom at all times. When shooting you should keep an eye on your LCD screen to ensure that the shot is framed well, but maintain as much eye contact with your interviewee as possible.

Remain completely silent during the interview (nod rather than verbally agreeing). Use body language to indicate when you are about to ask a question so that the interviewee knows to stop speaking. It's important to make sure that your interviewee has completely stopped speaking before you ask your question - this will assist you later in the editing process, when you may wish to rearrange the order of questions.

7. Put some light on the subject...

How sad it would be if you were to shoot a nice little bit of video only to later realise that, actually, it's unusable due to the poor lighting throughout. Nobody expects you haul a great big Hollywood-style lighting system around with you, but keep a good eye on where your light sources are located. Never ask your interviewee to sit/stand in front of a window or with the sun directly behind, as they will then appear in silhouette.

Ideally, the source of light will be shining directly onto the interviewee (without overwhelming them). And take heed of the glare the sun can cause if shining directly onto your lens.

8. Sorting your sound out...

Anyone familiar with a shooting video on almost any type of device cannot have failed to notice how even the slightest breeze can sound like an approaching tornado when played back later. So try to avoid shooting in the wind!

Whether you're using a handheld or a built-in microphone, make sure to position it close enough to obtain a clear recording but not so close as to inappropriately intrude on your interviewee's personal space.

9. Take advantage of your schedule...

Once you have a clear concept of the type of video you wish to make, you may decide that you need to interview several people for it. Rather than gallivanting around the country, visiting each one individually (and clocking up travel costs in the process), try to pinpoint a day on which you could interview several relevant figures at once.

For example, if you've got a conference coming up soon, prepare a few standard questions and grab your camcorder / digital camera and conduct as many interviews as you can. You will then be spoilt for choice when you come to the editing process.

10. Enjoy yourself...

Don't get so caught up in the process that you make it a misery for you and the interviewee! Trying to have fun while you shoot your video is not only good for morale but it is also more likely to show in the final product (who wants to watch a video with some sourpuss spitting out answers at the camera?)

Strive to be creative and don't be afraid to try new things - they might not all work but they're surely worth a try.

Remember...

There are no certainties when it comes to shooting video. However, adhering to at least some of the basic tips and guidelines suggested above should help you on your way to your next glorious digital creation.

4. Importing Your Video to Your PC/MAC

Your options for connecting your camcorder/camera to your pc will vary depending on the equipment you are using. For instance, some camcorders will require a specific type cable (consult your manual) to connect to your PC while others connect via a USB cable.

When you are sure that you have the correct wires/connections available, then follow these guidelines:

PC

Step 1 - Once you have the connected your camcorder / digital camera to your PC using the appropriate cable, switch your recording device on. This should automatically launch the programme designated for importing video to your PC (which may well come included with your camcorder / digital camera). If this does not happen, launch the programme manually instead and follow the on-screen instructions.

Step 2 - Another more direct way of importing video to your PC is to use Windows Movie Maker (WMM): to do this open WMM and click **Import from digital video camera** to begin transfer. On-screen instructions will then guide you through the process. Using WMM to import your video to your PC is the best option if you are ready to start editing your video immediately. **Note:** if you are using a pre-Windows 7 version of Windows Movie Maker, you may experience difficulty importing video from newer camcorder models (which use MP4 files). See **Appendix I: Online Video Resources** for video conversion software link, which can be used to convert MP4 files to WMV/AVI for use in Windows Movie Maker.

Step 3 - Once you are sure that your video has been successfully imported, switch off your camcorder / digital camera and disconnect it from your PC.

Mac

Connect your camera to your computer's USB or Firewire port (use the cable supplied with your camera). iMovie should start automatically and prompt you to import the contents of your camera.

If not, open iMovie and select **File > Import from Camera** to capture footage from your camera, or **File > Import Movies** to import existing video clips from a camera, disk drive or other device.

You are now ready to begin the editing process. Please refer to your devices full instructions for more detailed guidelines.

5. Creating Your Masterpiece (movie editing software)

Okay, so you've successfully transferred your magnum opus from your camcorder / digital camera to your computer. But, lets' say you now want to edit it, perhaps to remove controversial statements from the interviewee ("the money was just resting in my account"), then there is a wide range of editing software solutions to consider For now however, we're going to focus on two specific programmes: Windows Movie Maker (for PC users) and iMovie (for Mac users).

Please also keep in mind that there are many ways to both skin a cat and to edit a video. The guidelines below are offered as a basic outline for editing in Windows Movie Maker and iMovie. You can find many more free instructional videos and articles, covering more advanced / alternative editing techniques, across the internet. See **Appendix I** below for additional resources.

Windows Movie Maker (PC)

Important: this guide was created for users of *pre*-Windows 7 versions of Windows Movie Maker. It is therefore only suitable for people using Windows Vista and earlier versions of Windows. Windows 7 users can download the appropriate version of Windows Movie Maker by clicking here.

5.1 Basic Edits

Windows Movie Maker (WMM) is an excellent movie editing suite that comes as standard with most Windows-based PCs. To open it on your PC, go to **Start > All Programs > Windows Movie Maker**.

Step 1 – Importing video to Windows Movie Maker. If you have not transferred your video directly to WMM (see relevant section above), you will now need to import your video files. To do this, click **Import Media** (Fig. 5.1.1) and double click on the relevant video files to import. To choose several files at once, hold down the **CTRL** key and click the relevant files and then click **Import**. Once you have imported your files, it might be a good idea to rename them with titles relevant to their content. This will help you to keep track of which clip is which during the editing process. To rename a file, right-click on it and then click **Rename**.
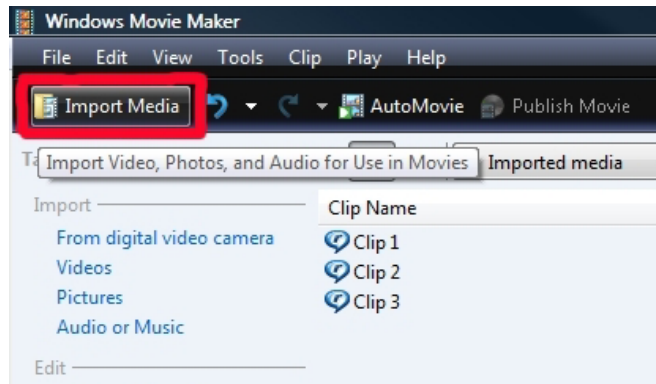
(Fig 5.1.1 – Importing video to WMM)

Step 2 – Splitting Clips. Those bright folks over at Microsoft have set WMM up to automatically detect scene breaks in your video (the points at which you stopped recording a scene and then later began recording another scene). WMM will split your video up into clips accordingly. The only slight problem with that is that you will sometimes end up with a clip that contains more than one scene (nobody's perfect Mr Gates!) In such instances it is advisable that you split the clip yourself and then rename the resulting two clips accordingly.

To do this, drag the playhead to the appropriate frame and then click the **Split** button (Fig 5.1.2). Alternatively you can use a keyboard shortcut to split clips: **CTRL + L**.

(Fig 5.1.2 – splitting clips)

Handy tip: if you want to reverse a split you made, just select the two relevant clips and click the **Undo** button or **CTRL & M**.

You can use this same tool to remove irrelevant frames from the beginning or end of clips. Again, just drag your playhead to the relevant point in the video and hit the **Split** button to isolate these unnecessary frames from the section of video you want to keep. To then delete the unnecessary frames, right-click on the relevant file and click **Remove**.

Step 3 – Setting up your Storyboard. Say hello to your little storyboard – it's going to be your special friend! The storyboard is

where you can weave your tale together and apply all sorts of exciting titles and animations.

To start, you'll need to drag your clips down to the storyboard (Fig 5.1.3). This couldn't be easier – just use your mouse to literally drag them down to the storyboard. You can also drag the various clips around the storyboard, to put them in your preferred order.
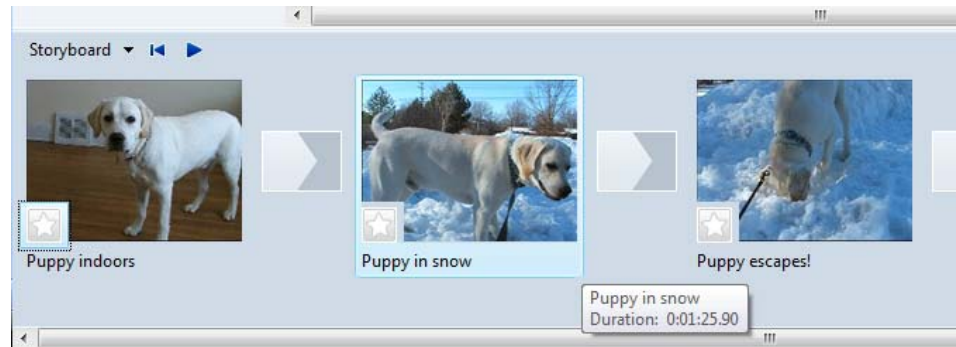
(Fig 5.1.3 – setting up storyboard)

Step 4 – Timeline Editing. To get down into the real nitty-gritty of editing, you'll need to switch to the Timeline view (select **View > Timeline**).

Position your cursor at the beginning or end of the clip you want to edit. A red arrow will appear inviting you to 'click and drag to trim the clip' (Fig 5.1.4). Drag the arrow to the desired point along the offending clip and release – the unwanted part of the clip has now been deleted!
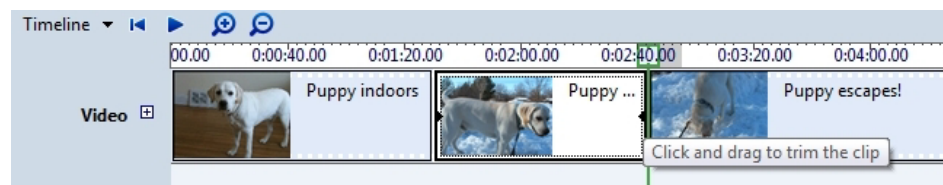
(Fig 5.1.4 – editing timelines)

Chop and change as many clips as you think you need to (without going overboard). Cleaning scenes up and removing excess footage will help to give your online video that professional appeal.

Important: Youtube videos cannot be longer than 10 minutes in length. If your finished video exceeds this limit, consider splitting it into appropriately sized clips using the methods outlined above.

(You may also want to insert new beginning / end titles into relevant sections).

5.2 Adding Music

You can really jazz things up by adding a little music, or possibly narration, to your video. You could try fading some music in at the beginning of the video and then again at the end – and, if you're feeling adventurous, you could even fade the music up/down between interviews/scenes.

Step 1 - Click **Import Media** and then browse to the relevant music file and double-click. For multiple files, hold down **CTRL** on your keyboard, highlight several files at once and then click **Import**.
**Step 2 -** Next, you'll need to drag your music files down into the timeline. This will place it into the Audio/Music track of the timeline.

You will then be able to split and drag the music clip in much the same way as you have already done for the video clips.

Note: to apply edits to the Audio/Music track you will have to make sure your select that track first by clicking on it with your mouse.

Super Perky Audio Tips:

❖ To adjust your volume, right-click and select **Volume**: then drag the volume bar to the desired setting and click **OK**.
❖ Tempting as it may be, remember: you can't use copyrighted music in your video if you intend to put it online. Youtube is constantly searching new videos for copyrighted material – when found, the video is immediately removed / censored. See **Appendix 1** below for copyright free music solutions.
❖ You can fade your music in at the beginning and out at the end by right-clicking on the Audio/Music track (Fig 5.2.1) and selecting either **Fade In** or **Fade Out**.
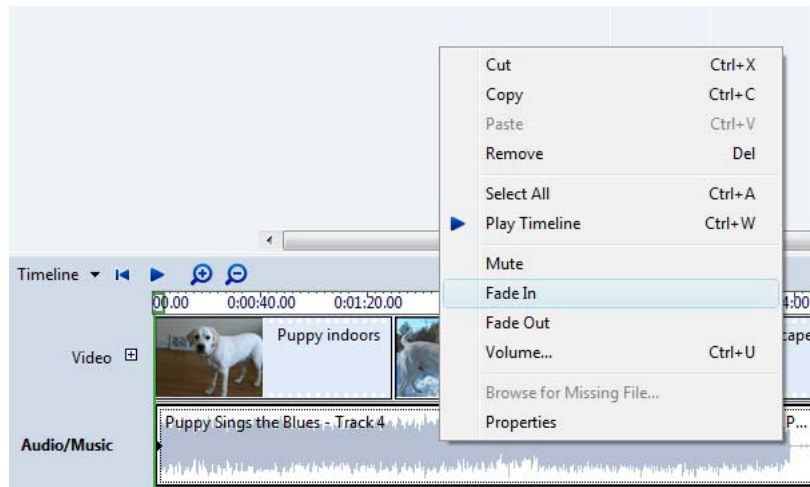
(Fig 5.2.1 – fading audio in/out)

5.3 Adding Narration

Adding a voice over to your video can lend it a far more personal touch, plus it is a good way of providing context and additional information for the on-screen images.

One additional piece of equipment you'll need to have to hand is a microphone (some PCs / laptops have built-in microphones, although their sound quality varies wildly).

Step 1 - Once you've got your microphone set up click **Tools > Narrate Timeline**.

You can use the Input level tool (Fig 5.3.1) to test how well your microphone is picking up your voice. Speak into it and take a look at the Input level gauge – ideally this should be hovering in the upper green area, but below the red alert zone. You can adjust the input level by dragging the input volume up or down until you get the desired results.
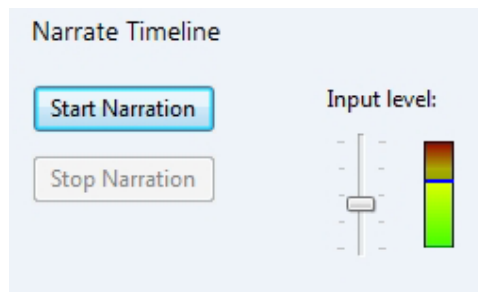
(Fig 5.3.1 – adjusting input level)

Step 2 - When you're satisfied with the microphone levels and you know approximately what it is that you are going to say, click the **Start Narration** button and let them have it!

Step 3 - Click **Stop Narration** to end your voice over. Then type an appropriate name into the File name box that pops up and then click **Save** followed by **Close**.

Your narration will now be automatically imported into your timeline at the appropriate starting point.

5.4 Adding Titles or Credits

By now your video should really be beginning to cook! But, to give it that extra twist of cinematic class, perhaps you'd like to add some titles or credits to it? Here's how it's done...

Step 1 – Click on **Tools > Titles and Credits** to open the Titles interface (Fig 5.4.1).

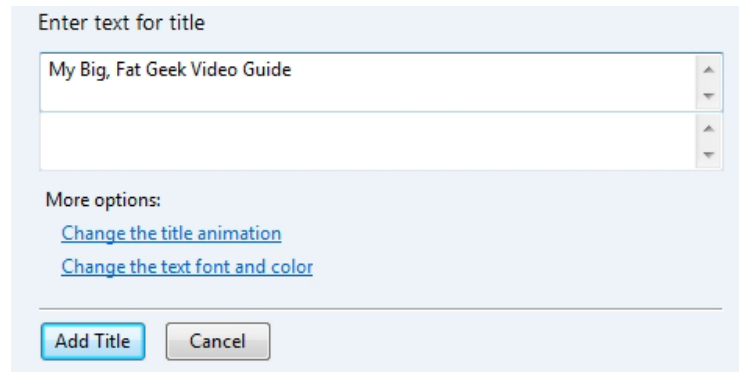Here you will be presented with four options for where you can place your titles/credits:

i. **Title at the beginning** – this is your chance to insert a title that succinctly introduces the viewer to the rest of the video.
ii. **Title before the selected clip** – click first on a specific clip within the timeline and then choose this option if you want to place an explanatory title directly before it.
iii. **Title on the selected clip** – as above, except the title goes on top of the selected clip (so the video and title display at the same time).
iv. **Credits at the end** – this is a good place in which to insert your website address or contact details.

Where do you want to add a title?

Title at the beginning

Title before the selected clip

Title on the selected clip

Credits at the end

Cancel
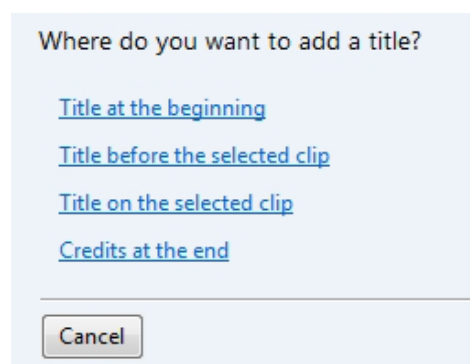
(Fig 5.4.1 – add titles)

Keep in mind that, once you create a title using any of these options, you can still manually drag and drop it anywhere along the timeline that you like.

Step 2 – Once you have chosen one of the four options above, you will then need to enter the text for your title / credits (Fig 5.4.2).

Enter text for title

My Big, Fat Geek Video Guide

More options:
Change the title animation
Change the text font and color

Add Title   Cancel

(Fig 5.4.2 – title text)

To make your video as dynamic as possible, you can also try playing around with different titles animations. Available animations include a spinning newspaper and a scrolling Star Wars type font effect. Click **Change the title animation** (Fig 5.4.2) to check out these options.

You can also experiment with the titles text font and colour until you achieve the result you're looking for. To do this, click **Change the text font and color** (Fig 5.4.2).

When you are finished creating your title or credits, click **Add Title** to automatically insert it into your video.

5.5 Saving Your Video

So, you've created your masterpiece and you're now eager to upload it to the internet and share it with the world. But hold your horses for just a few minutes more – first we have to save the video.

Step 1 – go to **File** and click **Publish Movie** to open the movie publishing wizard.

Step 2 – Highlight the **This Computer** option and click **Next.**

Step 3 – Give your video a name, select where you want to publish it to and then click **Next.**

Step 4 – As a beginner it's wise to choose the **Best quality for playback on my computer option** (you can move on to more advanced settings as you learn more). This will save your video as a WMV file, which is compatible for Youtube. Click **Next**.

Step 5 – Finally, click **Publish**. Windows Movie Maker will now finalise your video (this make take several minutes, depending on the size of your project).
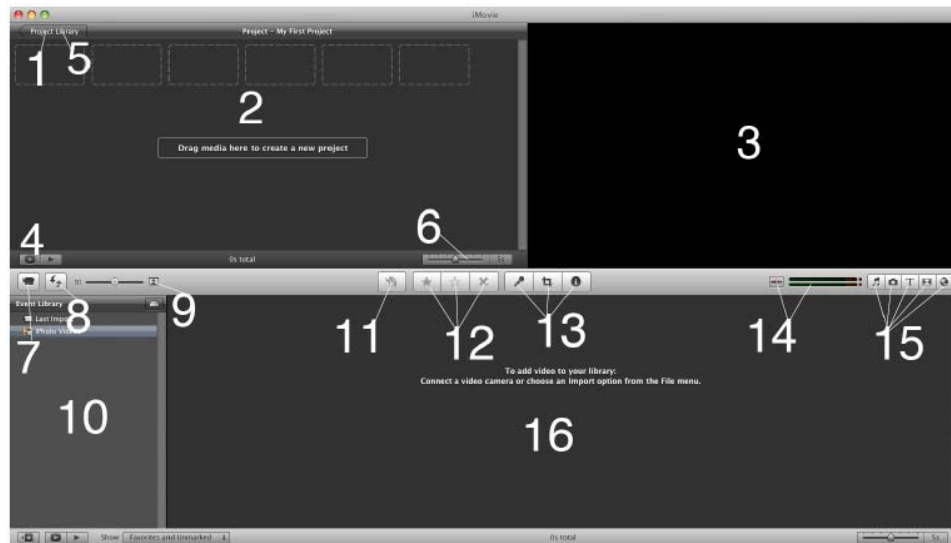
iMovie (Mac)
These instructions are for iMovie '09 of higher. You can access a free iMovie '08 tutorial here:
http://www.apple.com/findouthow/movies/imovie08.html

5.6 Basic Edits

Let's begin by finding our way around iMovie 09:

(Fig 5.6.1 – iMovie layout)

1. Project Library – all the videos you have edited
2. iMovie Project – this is where you will put your video together
3. Monitor Window - views clips or your preview your video
4. Play Project - can play selected movie project either in viewer or full screen
5. New Project - click here to start a new movie project

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6. Frame Adjustment - zoom in and out to get a closer view of your project

7. Import - where you import footage from your camera

8. View Flip Switch - rearranges your screen by swapping the project and event windows

9.Thumbnail Size - adjusts size of thumbnails used in iMovie

10. Event library - where all imported but unedited videos (raw footage) appears

11. Add selection - allows you to add clips from an event to your project

12. Favourites tab - allows you to select favourite clips, or parts of clips, or just remove clips from your project

13. Options tab - this is where you can record a voiceover, crop images, adjust audio, or adjust video

14. Turns on/off Audio Skimmer

15. Edit browsers - add music, titles, photos, and transitions between clips.
and animations.

16. Event Window - shows all events (raw source video) that can be used for your project.

Panicking? Don't, we will only be using some of the basic features for our video.

Your imported video should appear as an "event" in the event library window (10). If not, click on "last import" in the event library window (10). The raw unedited footage is known as an **event**. Now you may want to trim some of the excess footage from the beginning, middle or end of your video, add titles and a voiceover or music. You wont' be editing the original footage (event), instead we will copy the pieces of the event we want to use to a new **project**, which we will then edit. That way you will always preserve the original footage.

Step 1- Create a new project: Begin by creating a new "project" (select **File > New Project**). At this point you will be asked to name your movie and to select the screen format - select **4:3 Standard** (suitable for Youtube videos).

Step 2 – Add clips to your project. Chances are good that you only want certain bits from the event. We begin by selecting the bits we want and transferring them to the project window (2). To select the part you want, click once on the point where you want your clip to start (16). A yellow box appears (fig 5.6.3). Drag the end of the box to the point you want your clip to end. Click on the

add section to project button (11), or drag the clip to the project window (2).

(Fig 5.6.2 – adding clips)

Tip Time: It is a good idea to split your video into several clips – think of each clip as a different scene in a movie. By adding transitions (like a fade-in) between clips you can improve the flow between scenes.

Step 3 – Cropping unwanted footage from your project. Once the clips are in the project window you can cut away any remaining pieces of unwanted video. Drag the Frame Adjustment Slider (6) to get a closer look. Click on the clip to select a point and drag the yellow box to select the part you want to remove from the clip. Click the "remove" button (X) in the favourites tab (12).

Hey presto, that's it. Take a bow - you're a regular Steve Jobs!

5.7 Adding Music

Adding music to your existing video in iMovies is not terribly different to the process of adding audio to Windows Movie Maker (a statement sure to cause upset in IT geek circles).

Step 1 – Click on the point in the clip you want to insert the music. Then click the **Music button** (Fig. 5.7.1) in the edit browsers menu (15). Browse to your iTunes library and pinpoint a suitably rocking (and copyright free) tune. Then select the track or drag it to your project. You should now see the song/audio placed at the appropriate point along your timeline.
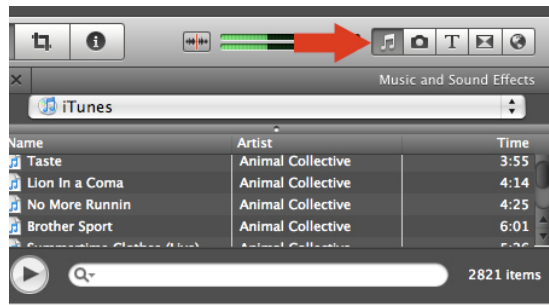
(Fig 5.7.1 – music button)

Step 2 – Adjust the length of the tune by dragging the edges of it inwards (you might need to scroll to reach the end of the song).

More Superbly Perky Audio Tips:

❖ To adjust the audio in a clip, click on the speaker icon in the thumbnail of the clip. Now you can adjust the volume of the clip, add an audio fade-in or fade-out, or apply ducking - which makes other sounds, such as music, "duck" below the volume of your clip.

5.8 Adding Narration

Narration is a great way to deliver information that you perhaps forgot to work into your video footage. To add a narration track to your iMovies project, follow these simple steps:

Step 1 – Connect your microphone (you can also use your Mac's built in microphone). Click on the **microphone button** (fig 5.8.1) in the options tab toolbar (13).
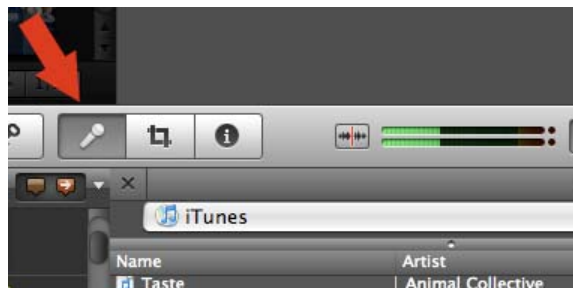
(Fig 5.8.1 – microphone button)

Step 2 – The voiceover dialog box opens. Select the correct microphone and test the input volume (when you speak the volume bars should go over the halfway mark but NOT into the red).

Step 3 – You are now ready to record. Just like when you are adding music to your timeline, move your playhead to the point in the clip at which you want your narration to begin. A countdown will begin – you should then start speaking when the "record" message appears in the preview pane.

Step 4 - Click **record** once you're done narrating. Your recording will be automatically inserted at the appropriate point along your clip. You can move it by dragging it.

Step 5 – Finally, click **play** to listen to your results. If you're happy with what you hear, save your project. If not, delete the audio track (click on it and hit **delete**) and start your from Step 2 again.
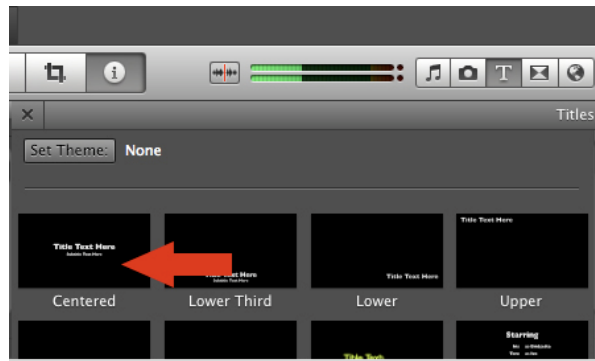
5.9 Adding Titles or Credits

Step 1 – Click on the title button ("T") (Fig. 5.9.1) in the edit browsers toolbar (15).
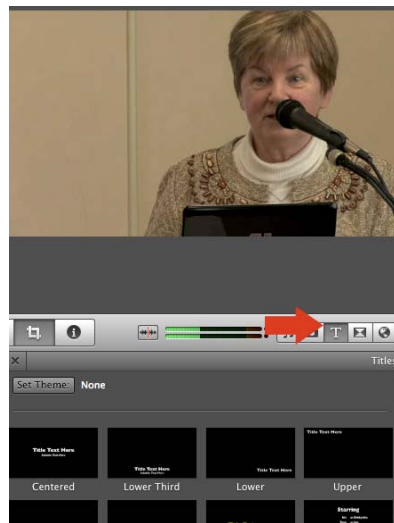
(Fig 5.9.1 – title button)

Step 2 - Select a title style from the available list - you can take a sneak peek at these in the video preview pane (fig 5.9.2).

(Fig 5.9.2 – sneak peek)

Step 3 – Enter your preferred title text into the text field in the preview window (12). Use the various editing options to get the right combination of colour, font and text size for your video.

Step 4 – Once you are satisfied with your title, simply drag and drop it into your preferred point in your project.

5.10 Saving Your Video

iMovie has a nifty option to upload your completed videos directly to Youtube. Here's how it's done:

Step 1 – Once your video is finished and ready to be viewed by the public at large, choose **Share > Youtube**.

Step 2 – Enter your username and password in the pop-up window that appears. You can also type in the name of your video, keywords (tags) and a description of what your video is about.

Step 3 – You will now be invited to select the size you want your video to be (small, medium or large). Then click **Next** followed by **Publish**.

While you're waiting for your video to upload to Youtube, you can start planning the sequel – in 3D, of course!

6. How to Upload Your Video to Youtube

The last step you need to take in order to catapult your video into the public eye is to put it online. Although there are many free video hosting websites to choose from, Youtube is by far and away the most popular of these and is pretty easy to work with, as the following steps demonstrate...

Windows Movie Maker

Step 1 – Visit www.youtube.com and sign in to your existing account. If you haven't yet set one up, worry not - just click the **Create Account** button in the top right hand corner of the page to set one up (it's free and takes only a minute or two).

Step 2 – Once you're account is up and running, uploading your video is a doddle. Click the **Upload** button that is visible from the top of every page (Fig 6.1). This will take you to the Video File Upload page.

(Fig 6.1 – upload button)

Step 3 – Choose the Upload video option, browse to your video and double-click on it to begin uploading.

Step 4 – Now you should fill in the various **Video information and privacy settings**, including the video title, description and tags (keywords that will help people searching for those same words to find your video). Leave the Privacy level at Public (the default setting). When you are done click **Save Changes**.

Your video will take several minutes to upload. You can close your internet browser if you wish – the video will be visible once it has been processed by Youtube.

iMovies

See section 5 above.

7. Spreading the Word

Google (the owners of Youtube) are constantly coming up with new and really rather brilliant ways for people to share their videos with the wider world. And, until they come up with a new 'Youtube Video Telepathy Tool', the following options will allow you to reach the widest possible audience with the least amount of effort...

7.1 How to embed a video in your website

Embedding a video you have produced into your website is not only a good way to make sure that it is seen by as many people as possible, but it can also serve to liven up the look of your website and enrich existing content.

It's simple to do – just two moves required:

   i.   Go to the Youtube video you want to embed and click the **Embed** button (Fig 7.1). This will reveal the embed code, which you should now copy (**CTRL + C**).

   ii.   Go to your website and paste the embed code into the relevant section of your website and publish.
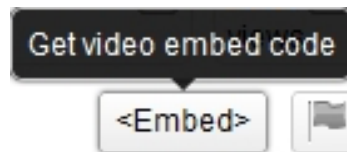

(Fig 7.1 – embed code)

7.2 How to share a video on Facebook & Twitter

Auto Share – perhaps the most direct way to publicize your video is to use Youtube's Auto Share options. This is where you can choose to link your Youtube account with your Facebook and Twitter accounts so that, whenever you upload a new video to Youtube, your friends and supporters on both of these ridiculously popular social media websites will be automatically alerted.

To do this, sign in to Youtube and go to the **Video File Upload** page (see the How to Upload Your Video to Youtube section above). In the Auto Share box you will see a selection of social media websites to which you can connect your Youtube account (Fig 7.2).
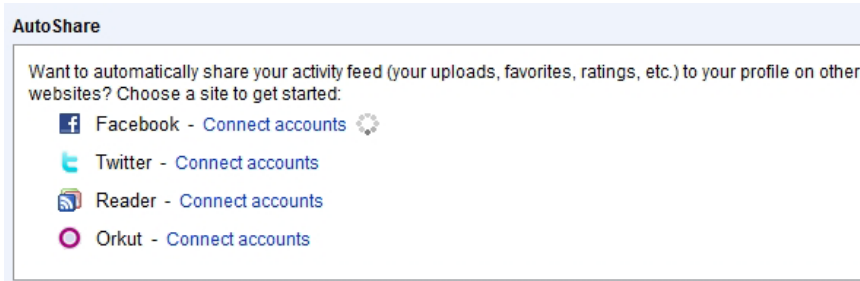

(Fig 7.2 – connect to youtube)

Click **Connect accounts** to establish connection.

Note: you will need to already have an account with the various social media websites in order to establish a connection with them from your Youtube account.

Share a Video – Once you have uploaded your video and it is visible on Youtube, you can quickly and easily share it on your Facebook or Twitter accounts. Go to the video you wish to share and click on the **Share** button located directly below the video (Fig 7.3).
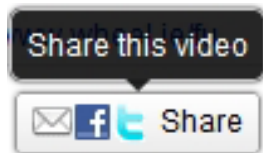
(Fig 7.3 – sharing)

This will reveal a selection of sharing options to you. The most easily recognisable of these are the Email, Facebook and Twitter options – but you can also choose to share your video to a wide range of lesser know social media websites (Orkut, Buzz, Stumbleupon etc.)
To share your video, click on the relevant social media button. (We will use Facebook here for illustrative purposes.) This will open up a pop-up window. First of all you will have to login to your account. You will be able to enter a brief introductory message about your video before clicking the **Share** button (Fig 7.4).
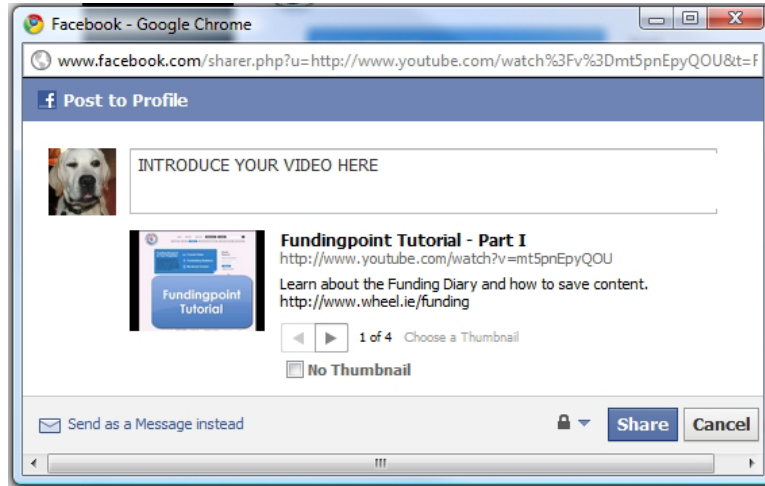
(Fig 7.4 – introductory message)

Congratulations, you've just shot, produced, uploaded and shared your first online video!

Your work is done here. On to the next town...

Appendix I. Free Online Video Resources

Online Video Hosting

Youtube (the big one – needs no introduction) -
www.youtube.com

Blip TV (for those who want a more specialized online video experience) - www.blip.tv

Vimeo (online video hosting and social network website for creatively minded people and groups) – http://vimeo.com/

Video Editing Tutorials

A good guide to editing movies in Windows Movie Maker -
http://www.youtube.com/watch?v=JZXK68NS7gU

How to edit your video in iMovies -
http://www.youtube.com/watch?v=p_sZ4AeT8a4

Video Slideshow Software & Tutorials

Simple, free software for creating video slideshows -
http://www.slideroll.com/videocreator.php

A quick and easy tool for creating video slideshows online - simply upload a few digital photos, add some text and music (or a voiceover) and away you go! - http://www.animoto.com

Video tutorial on how to create a simple video slideshow in Window Moviemaker -
http://www.youtube.com/watch?v=YFwgoPWaG8o

A short guide to creating a video photo-montage in Windows Moviemaker 2 -
http://www.windowsmoviemakers.net/Tutorials/HowToVideoSlide
Show.aspx

Podsafe Music (music you can use without paying royalties)

http://freemusicarchive.org

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http://www.podsafeaudio.com/

http://www.soundclick.com

Free Editing Software (for more advanced users)

CineFX: an offline editing and visual effect stool that allows you to work with any file format in real time on your desktop (PC & MAC) - http://www.cinefx.org/tools

Virtualdub: a simple (but limited) PC freeware video-editing package - http://www.virtualdub.org

HyperEngine AV: very simple "trackless" editing software for the Mac - http://download.cnet.com/HyperEngine-AV/3000-2646_4-10299937.html?tag=lstpop-0-10&cdlPid=10362662

Animation

Create talking animations, by just typing a script and changing a few settings. Great fun! - http://www.xtranormal.com

Video File Converter

Any Video Converter: convert most video files between popular formats (certain file formats require full purchase of this otherwise free programme) - http://download.cnet.com/Any-Video-Converter/3000-2194_4-10661456.html

Appendix II. Conducting a Successful Interview

Preparation

- Know what you want to get out of the interview – who's the best person to talk to – what areas you want the interview to cover.

- Know how long you want the interview to last and let your interviewee know too.

- Give your interviewee a good idea of the sort of questions you're going to ask but DON'T rehearse – you want it to sound spontaneous.

- Remember – you are in charge. You can guide the interview and interrupt politely if you want to change the subject. If you let someone speak for a long time it will be boring for the viewer and will give you a nightmare editing job!

Performance

- Get your interviewee to say who they are and what they do: "I'm Mike and I live in Galway".

- Ask "open" questions which allow people to express themselves: questions beginning with "How, what, where or why".

- Keep your questions simple and short.

- During the interview keep good eye contact. Look interested. Nod or smile but avoid saying "cool, right, ok" after the answers!

- Always LISTEN to what your interviewee is saying – it will often prompt your next question.

- An interview is a conversation – it should sound engaged.

- Ask for an anecdote or an example of when something happened – this will bring the interview to life for the viewer.

- If you fluff or make a big mistake, carry on recording, pause to compose yourself and repeat your question – you can delete your mistakes later using your editing software. Minor mistakes or 'ums' and 'ahs' are fine because they sound natural.

Product

- You can either use the interview in full OR select the most interesting 20-30 second "Clip" from it.

Appendix III - Online Video Glossary

Common online video formats

avi - (Audio Video Interleave)- A multimedia file format developed by Microsoft to allow synchronous audio-with-video playback.

flv - Flash video file format; used to deliver video over the Internet.

mov - A video publishing file format developed by Apple for use with their QuickTime video players.

wmv - (Windows Media Video)- An audio and video file encoded for use with Windows Media Player.

A - Z

Autoplay - the function of a video player that starts play automatically.

Bandwidth - the amount of information that can be sent through an internet connection.

Buffering Video - a buffer is a temporary holding pen in a computer's memory for data for inputs (e.g., to software) or outputs (e.g., to a printer) until the process can deal with it.

Captions - text that appears over a video that labels a scene, identifies a location or person, or narrates dialogue onscreen.

Codec - (COmpressor/ DECompressor) - the technology used to compress an audio and/ or video file for storage or transmission and then decompress for playback.

Conversion - the operation of changing data from one format to another so the output will be displayed in an appropriate manner for the device.

Digital Camera - A camera that does not take analog video; digital video cameras can capture truer color and more details than analog cameras. Digital cameras frequently use digital video tapes, internal hard drives or memory cards.

Embed - in online video this refers to taking video from a online video provider and transplanting it elsewhere on the web

(websites, social networking sites, etc.) through the use of HTML code.

High Definition (HD) - technically, any video that is of higher resolution than standard definition.

MiniDV Tape - a small format digital video cassette.

Online Video - any form of digital video that is available for use over the internet.

Playlist - a sequence defining the order in which a collection of video or audio files will be played.

Streaming Media – this refers to internet video and/or audio clips that can play directly over the internet, without first having to be downloaded.

Tripod - a three-legged stand for a camera to prevent unwanted movement.

User-Generated Video (UGV) - video that is shot by a member of the audience; non-professionally produced video.

Viral Videos - video content which has become popular through online sharing via email, forums, blogs and other web sites.

Vlog (Video Blog) - a video enabled blog; users can post video entries which are presented in reverse chronological order.

Webcast - a non-interactive, live broadcast over the web pr an online distribution of audio and/or video to multiple viewers or listeners at the same time.

Zoom (optical, digital) - optical zoom relies on the camera's lens to bring the subject closer in the recorded video. Digital zoom does not use the lens, but rather enlarges a portion of the image digitally.

Appendix III – Video from DVD or Youtube

Video already on Youtube

What happens when you have a video on Youtube and you need to edit it? Youtube does not have video editing facilities itself.

However, if you have a video already on Youtube, you can still edit the original video file with Windows Moviemaker or iMovie (which should already be installed on your PC/Mac.

If you don't have the original video file you can download it from Youtube with this neat online tool: www.keepvid.com

Using a video from a DVD

It is well worth converting your DVD into a format that can be used on the Internet. Once you have done that you can post your video anywhere on the Internet and you can email the link to you supporters.

To do this you need to:

1. Insert the DVD into your computer's DVD drive. It may start playing automatically, just close the player for now.

2. Next you will need to install some free software to extract the movie files from the DVD. Try Handbrake, you can download it free here: http://handbrake.fr/downloads.php

3. Open Handbrake, once you have installed it (don't panic when you see all the options, it is easier than it looks!).

4. Click on the "Source" button at the top of the screen, browse for the DVD and click on a folder called "Video_TS", inside you will find a file called "Video_TS.VOB". Click on it (there may be more than one, but it will be the one with the biggest file size).

5. You should now select where you want to save the extracted video file on your computer. Click on the "browse" button next to the "destination" field and click select your desktop.

6. Click on the "Star" button at the top of the screen - the video will now be extracted from the DVD an saved on your desktop.

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7. This file can now be uploaded to www.bettertogether.ie. You can edit the video file with Windows Moviemaker or iMovie (which should already be installed on your PC/Mac.

8. Upload your video here: http://www.bettertogether.ie/enter-our-video-competition.

www.bettertogether.ie

This guide was developed by:

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