



VIDEO DOCUMENTATION

Practical tips to realise a videoclip



Introduction to the VIDEO-GUIDELINES

The present guidelines document wishes to provide a common background of information and suggestions for a homogeneous video documentation product realisation within the SENIORPASS project. In the following pages you will find concrete suggestions for the deliverable video-documentation (video-reportage) of the project and of the local activities to be realized in each partner country. The guidelines introduce main aspects of video documentation and video interview, mentions possible web resources (websites, video tutorials) useful to go deeper on specific technical issues and gives a few examples of video documentation realized by Cemea in the frame of Lifelong Learning European projects.

The Video Documentation in Senior Pass

The SP consortium agreed on realizing at least 2 video-clips per partner, in order to disseminate the project and to promote SP method for further use. There is no maximum limit to the video that can be realized, which of course will depend also on the existing resources and available materials in terms of recording.

1 video clip will focus on interview(s) to the participants of SP training pathway, in order to investigate and valorize the impact of Senior Pass Method applied

1 video clip will show seniors in action during their local workshops

Even if only the framework has be predetermined by the consortium, and not the content, an homogeneous approach has anyway to be developed editing and fine-tuning the video products. The video clips must be subtitled in English.

Video clips can be:

- recorded and edited by seniors directly
- recorded by seniors and edited by SP consortium partners
- recorder and edited by SP consortium partners or volunteers (such as youngsters)



PLANNING the video

The script

A written plan about what you will need to record during the activity is very useful in order to prepare the actual recording and further editing of the final video product.

Having a schedule of the planned activity and thinking about what you expect to happen in each of the moments in terms of dynamics and interaction with the participants will help you choose beforehand those parts worth paying more attention to for recording.



The storyboard



A graphic plan of the scenes you would like to capture in your video might be useful.

A storyboard is essentially a large comic of the video or some section of the video produced beforehand to help you visualize the scenes and their sequence in the video.

You can try to make a storyboard using online tools like: <http://www.storyboardthat.com/>

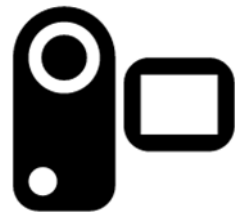
SHOOTING the video

The recording

First of all make sure to have a video camera and that you are comfortable to work with it. You can go through its main functions and practice how to record, pause, zoom in and out, etc...

In general, in your video, you might want to have:

- Shots of the beginning and end moments
- Shots of the key moments of the activity
- Group and individual shots
- Close-up-s with the participants
- Shots with details of the people (hands, eyes), of objects (games, pen, glasses, ...)



For more information and examples of shots see: <http://www.mediacollege.com/video/shots/>

Do not try to capture the whole duration of the activity in video. For the general documentation in general, you should take short shots lasting around 1-2 minutes. Take at least 2 or 3 shots of each of the main moments/details you want to include in your video.

Particularly for interviews, you might need:

- Close-up-s with the interviewee
- Shots of the interviewer while asking questions to the interviewee



For the interviews you should capture the whole duration of the interviews. You need at least one camera that is close enough to the interviewee in order to get a clear audio recording of the dialogue. Ideally is to have 2 cameras: one focused on the interviewee and recording the entire interview, one that can move and take close-up shots and shots of the interviewee and interviewer together, that can be included in the video interview later during post-production editing in order to give dynamism to the video.

More information you can find at:

<http://www.mediacollege.com/video/interviews/editing.html>

<http://www.mediacollege.com/video/interviews/framing.html>

In general, try to take shots from different perspectives, using different camera angles (left, right, up, down,...). See more at: <http://www.mediacollege.com/video/camera/angles/>

You might find yourselves to record situations or moments that were not initially planned in your script or storyboard, but that could represent real TV gold moments that you would like to include in your video. You can always update your storyboard.

Remember to ask for the consent for filming of the people that might be captured in your video and pay attention to the rules regarding the minors, you will need their parents' consent.



PRODUCING the video

The editing

Video editing is the process of manipulating and rearranging video shots to create a new work. Editing is usually considered to be one part of the *post production* process — other post-production tasks include titling, color correction, sound mixing, etc. Many people use the term *editing* to describe all their post-production work, especially in non-professional situations and means the following:

- Rearranging, adding and/or removing sections of video clips and/or audio clips.
- Applying colour correction, filters and other enhancements.
- Creating transitions between clips.



Possible steps in the editing process:

Remove unwanted footage

This is the simplest and most common task in editing. Many videos can be dramatically improved by simply getting rid of the flawed or unwanted bits.

Choose the best footage



It is common to shoot far more footage than you actually need and choose only the best material for the final edit. Often you will shoot several versions (takes) of a shot and choose the best one when editing. From all the footage that you will have gathered try to select those parts that are more relevant to your script and storyboard.

Create a flow

Most videos serve a purpose such as telling a story or providing information. Editing is a crucial step in making sure the video flows in a way which achieves this goal.

Add effects, graphics, music etc...

This is often the "wow" part of editing. You can improve most videos (and have a lot of fun) by adding extra elements.

Alter the style, pace or mood

A good editor will be able to create subtle mood prompts in a video. Techniques such as mood music and visual effects can influence how the audience will react.

Give a particular "angle"

Video can be tailored to support a particular viewpoint, impart a message or serve an agenda.

FINE-TUNING the video

The transition

The way in which any two video shots are joined together is called the transition. Transitions are very important — everyone from the camera operator to the editor must have a good understanding of how to make effective transitions.

The most common transition is the cut, in which one shot changes instantly to the next. The next most common transition is the crossfade (AKA mix or dissolve), where one shot gradually fades into the next.

Transitions can be a lot of fun but be warned: Over-using transitions is a common mistake made by amateurs. In most professional productions, almost all transitions are simple cuts or crossfades. Too many animated transitions are distracting and impact on the flow of the video.

For further information see: <http://www.mediacollege.com/video/editing/transition/types.html>



To remember...

Timing is everything: Your video should last no longer than 3-5 minutes.

Remember to include an initial **cover** of your video that introduces your video.

Remember to include the logo of Senior Pass project, mention the partner organizations and include their **logos**.

Remember to add **credits** to your video in order to thank all the people that were present and contributed in any way to its realization.

SUBTITLING the video

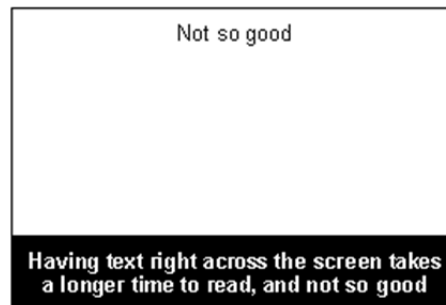
The subtitles

Adding subtitles to any video that will be accessed by the public will increase the range of people that are able to view and understand what it is about.



Placement on the screen:

- insert a subtitle in exact synchrony with a camera-cut.
- subtitles work best when placed low on the screen, near bottom, in the centre. Having blank, non-distracting space around the text is important
- ensure the text does not go to the edge of the screen. A good guide is leaving about one fifth of the screen free on either side of the subtitles. It is easier for a person to read big text that is wrapped together on a couple of lines in the screen centre, than to scan from one side of the screen to the other and back again.
- a maximum subtitle length of two lines is recommended. Three lines may be used if the subtitler is confident that no important picture information will be obscured.



Transcribing the spoken words:

- try not to reinterpret or translate what is being said. You should present as much as possible the actual words the person on screen is as saying and not paraphrase
- if there are multiple people talking, or the film cuts between people speaking, consider using the names of the people in the subtitles to identify the different speakers. This is especially important if you cut away from the person and have other film shown while the voice over continues.
- timing – captions should be timed to appear and disappear exactly when the words are spoken.
- give the subtitle enough time – to be read properly. Subtitles should have a minimum duration of about 1.5 second.
- the standard punctuation of printed English should be used. Punctuation gives valuable clues to syntactic structure and must be carefully displayed in order to be effective.
- color: choose the color that is most readable with your video background. You can try to add white background for black subtitles.
- it may be possible to break a long sentence into two or more separate sentences and to display them as consecutive subtitles. In this case, sentences should be segmented at natural linguistic breaks such that each subtitle forms an integrated linguistic unit. When doing this attention to punctuation should be paid.



VIDEO EDITING programmes

The software

There are different editing programs that you can use.

The simplest one that any Windows computer already has is Windows Movie Maker. Here are some tips on how to use it: <http://windows.microsoft.com/en-us/windows-live/movie-maker-trim-video-how-faq>

Video Editor Software: <http://www.video-editor-software.com/>

VideoPad Video Editor: <http://www.nchsoftware.com/videopad/>

Lightworks Video Editor: <http://www.lwks.com/>

If you use a Linux based computer you might use KDENLIVE programme.



Tips and tutorials

Video tutorials for using video editing programmes:

Tips on 5 video editing programs: <https://www.youtube.com/watch?v=xPNqmlYl7zY>

How to edit videos: <https://www.youtube.com/watch?v=uyzN39-QvNs>

How to edit with Windows Movie Maker:

<https://www.youtube.com/watch?v=r3TAiW02rMk>

https://www.youtube.com/watch?v=l3E_btYn8sQ

Examples from our experience

Example of video documentation: <https://www.youtube.com/watch?v=-GY8D23uU30>

Example of video documentation made with Windows Movie Maker:

<https://www.youtube.com/watch?v=rFKMuk6YmSA>

Example of video interview with subtitles: <https://www.youtube.com/watch?v=7j2h-BvW5yE>



Your **NOTES**



Your **NOTES**



Your **NOTES**



Created by



Lifelong
Learning
Programme

This project has been funded with the support from the European Commission. The information and views set out in this publication are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.