



Video Production



Introduction

If you are planning to produce a video to share your teaching content, there are a few points to consider before you start. In this module you will gain the basic knowledge to plan, produce and upload professional videos on your own.



We will break this down into the following chapters:

- ◆ Preparation
- ◆ Audio Quality
- ◆ Light setting
- ◆ Video Recording
- ◆ Video Editing
- ◆ Uploading

Preparation

Getting prepared

Before you start setting up all your equipment and start filming, you should take a moment to prepare.

The following questions will help guide you:

- ◆ Who is your audience and what do they expect from you?
- ◆ What is the core message of your presentation?
- ◆ How do you keep your audience interested until the end?

After you've thought about the questions and maybe jotted down some notes, it's on to the script. Of course, you can just set up the camera and start your presentation, but it certainly helps to have a few bullet points to draw a thread through the content.

If you plan to include other content like images, graphics or other video footage in your video, it can help to write down a short storyboard. This does not have to be very elaborate, the important thing is that you get an overview.

With a storyboard you can start your video production in a structured way and keep an eye on the time.

[How to make a storyboard for a video in 6 steps](#) – wave.video

Storyboard

For your storyboard you can easily just grab a piece of paper and a pencil and start drawing rectangle shapes and draw, sketch or write in your content.

You could also use a template like this one:

[Storyboard Template](#)

There are already many apps that can be used for storyboarding, here are a few of them:

- ◆ Paper
- ◆ Keynote
- ◆ Penultimate

Audio Quality

Audio quality is important in video production. Listeners should not be distracted by noise and should be able to understand you clearly throughout.

Therefore, make sure that you record from as quiet a place as possible. Try to avoid all possible disturbing noises such as street noise, conversations from colleagues or roommates, noises from pets, and handling objects. Viewers tend to cancel the video if the sound quality is insufficient, even if the picture quality is suitable. This is because listening with unpleasant sound is distracting and prevents the viewer from absorbing the learning content.

For the best possible sound quality, we recommend investing in an external microphone. This increases the sound quality enormously.

Equipment

You probably won't produce your educational videos in a large professional studio with a large camera and audio engineering team. That's why it's important to find equipment that you can quickly set up on your own and, most importantly, use on your own.

In this article by Premium Beat you get a great overview about the different options on all budgets and in the video you can even hear what these different settings sound like.

[Tutorial: Which Microphone should you use?](#) – Premium Beat by Zach Ramelan

Editing

To edit your audio, you can use the free software Audacity (please also refer to the Cur8 module "Podcast Production").

With this software you can filter out noise, cut out sounds or adjust your volume. You can then insert the finished audio file into the video editing program. It would also be possible to insert your audio file directly into the video editing program and do the roughest editing there. If your audio is good enough, you can choose this option. However, if you want to edit your audio more intensively, you should do the intermediate step in the audio program.



Light Setting



Light sources

Light doesn't always have to come from high tech studio lamps. Daylight can also provide good video quality if used correctly. With a studio lamp, however, you are more flexible. For example, if you need to film in a room without windows you will need to use an alternative light source.

The choice of light source therefore depends primarily on the following factors:

- ◆ Film location
- ◆ Budget



Natural light

If you have the right room (i.e. one with large windows that let in as much light as possible), you can use this source to light your video. However, you must keep in mind that you are limited in the placement of yourself and your equipment. Never point the camera towards the window, or you will be seen in silhouette.

The light source is best placed behind the camera to evenly illuminate your face. Or the light hits you from the side, in which case it may be necessary to compensate for the second half of your face with a brightener (this can also be a white Styrofoam plate or aluminum foil). Be sure to soften the light coming through the window with a thin fabric, for example a translucent white curtain. The light from the side would be the so-called 'key light' and the brightener would produce the filler.

You can see an example of this setting in this video:

[How to shoot video indoors with natural light](#) – harv video/audio stuff



The same applies to filming outside. The sun as light source should be behind or on the side of the camera. Avoid standing in direct sunlight. If this is not possible, use a lightener under your face to avoid shadows. Even better, if possible, use a diffuser above you. On a sunny day, it is advisable to film in the shade in order to ensure the most even illumination of the person giving the presentation. How this looks in action is nicely presented in [this](#) video by Danny Gevirtz.

Watch this video of a documentary filmmaker and his way of shooting with natural light:
[How and When to Film Interview with Natural Light only](#) – Of Two Lands



Artificial light

If you want to film in windowless rooms, or maybe even have a small studio, you can work with artificial light. This is not covered by a ceiling or floor lamp that may already be in the room, because these rarely give a good light – you will need studio lamps. There is a lot of choice here. There are several different products for different applications, ranging in cost from low budget to expensive.

Since you may be producing your videos mostly on your own, we'll address this in the lighting and video setup as well.



As with natural light sources you must pay attention to where your light is coming from – that is, where your light source should be placed in order to produce the best look for your video. The good thing about this variant is that you can freely decide where in the room you want to start your recording and then place your lights around this spot.

Here too, the basic principles of a light setting (keylight, filler, background light) must be observed. In this [4 minute school](#) video you can get a detailed explanation of these basics.

If you want to produce a video where you are presenting a content in front of your computer, you can learn how to easily set this up with [this](#) video by Alpha Gaming.

If you've decided to invest in a new light source the wide range of options can be overwhelming. Here are two videos that might help you with that:

[Best Lighting for YouTube Videos](#) – Think Media by Nolan Molt

[Beleuchten von Youtube Video](#) – Tom Rich

Lighting is a huge issue in both filming and photography and keeps everyone from Instagrammers to amateur photographers to big Hollywood productions busy. You can get tons of information and tips about this in books and especially online. But the knowledge also comes a lot from trying it out yourself. Learning by doing!

Video Recording

Recording Equipment

Now, we are finally coming closer to the part where we can start filming. You've already decided where you want to film and which lighting source to use. Now grab your camera!

The main options are:

- ◆ Webcam
- ◆ Smartphone
- ◆ Video/Photo Camera

All three options have got their pros and cons and again your decision will be based on your personal style and your budget.

[Best camera for YouTube Beginners 2022](#) – Think Media



Filming with a smartphone

PROS

- ◆ You probably already have one
- ◆ You already know how to work with it
- ◆ Small, therefore flexible

CONS

- ◆ You need to have a phone with good camera quality
- ◆ Quality limits

[How to make YouTube Videos with your Phone](#) – Gillian Perkins



Filming with a webcam

PROS

- ◆ You probably already have one
- ◆ If you have a laptop you don't even have to buy a webcam, because it's already included, so no extra cost

CONS

- ◆ Quality can be bad
- ◆ Not so flexible, needs to stay plugged in



Filming with video/photo camera

PROS

- ◆ Great quality
- ◆ Flexible, can be placed on stands
- ◆ Can be equipped with on-board micros, lights etc

CONS

- ◆ Can be more complicated to learn how to use
- ◆ Expensive

[Best cheap cameras for Youtube Videos](#) – Think Media

More information

If you still haven't decided which equipment you want to start with, we encourage you to start with what you already have, when you take your first steps.

Another great option is to borrow or rent equipment. Ask your school or friends if you can borrow something or go to your local camera rental store.

We recommend [this](#) video in which various “Youtubers” present their equipment and on-location settings. The video is a bit technical but provides a good overview on the many possibilities.

And now that you've got all the info about settings, lighting and equipment you can create your video.



Video Editing



Editing

If you recorded your footage using a webcam or an external camera, you now need to edit your footage in a video editing program.

We recommend two options for this. Both have free plans and are available as an app. This means that if you recorded your video via your smartphone, you could use these apps to cut and edit the video directly in the app.

- ◆ Adobe Premiere Rush
- ◆ Canva

Common editing programs that cost a bit are for instance Adobe Premiere Pro and DaVinci Resolve.



The decision is yours. Maybe you've already worked with Adobe programs, in which case it's easier to get started with Premiere Rush. But if you've used Canva before, perhaps for image editing, you'll already be somewhat familiar with it.

In general, the functions are always the same when cutting. You can drag videos in, split and move them where you want, and string them together as you like. Furthermore, it is possible to insert effects or make colour edits. And of course, titles and other texts can be inserted.

Finally, the whole thing is rendered, and the finished video is saved on your computer.

Adobe Premiere Rush

Premiere Rush is available as app and therefore can also be used for editing videos on your phone, if you recorded them on your phone.

For a beginner-friendly walk through we recommend these videos:

[How to use Adobe Premiere Rush to quickly create Videos](#) – Mark Wallace Explains

[Learn Adobe Rush in 10 Minutes](#) – Lila

Here is a series produced by Adobe itself to help you learn this software:

[Adobe Premiere Rush Features](#) – Adobe Creative Cloud

Canva

For a beginner friendly walk through we recommend these videos:

[Canva Video Editor](#) – Justin Brown

This is a playlist by Canva about the first steps creating Videos with Canva:

[Creating Videos with Canva Course](#) – Canva

Uploading



Finishing

You have successfully edited your video and now you want to move it out of the software and into a video platform where your students can watch it – known as rendering the video.

Video rendering refers to **the process through which a computer system methodically processes information from a coded data source, to transform that information, to put it all together and display an image.** Sounds too technical? In other words, rendering converts the source material into the final picture or footage.

In general, when you are ready, you can search for the “Export” button in the editing software. Here you must decide on some settings and then hit the export button which will lead to the rendering process.

Settings

If you have found your export button, you may then be shown a lot of options. There is no right or wrong here. It depends on where you want to show the finished video and what you are planning to do with it. For now, we will focus on uploading the video to the platform YouTube.

On 'YouTube Help' you can find a [guideline](#) about the audio and video formats supported by Youtube.

Your software may even already show an option to export to YouTube video, in which case you can use it.



YouTube Video Settings

Otherwise, we suggest you use the following format:

VIDEO:

- ◆ Mpeg-4
- ◆ H.264

AUDIO:

- ◆ Audio codec H.264
- ◆ AAC

Uploading

After you have rendered your video and saved it on your computer, you need to upload it to share it with others.

To upload a video to Youtube, you must first register and log in. This is free of charge.

This video will guide you through the uploading process:

[How To Upload Videos with YouTube Studio \(Desktop\)](#) – YouTube Creators (with subtitles in various languages)

This learning module has been developed as part of an Erasmus+ KA2 project
Critical Curation and Collaboration in Learning (Cur8)
and is funded with support from the European Commission.



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The Cur8 project has been funded with support from the European Commission. The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

