

Creating Video Content



REFLECTION

What do we need to create content?



A story/idea



**A smartphone
or camera**



**Internet
connection**



REFLECTION

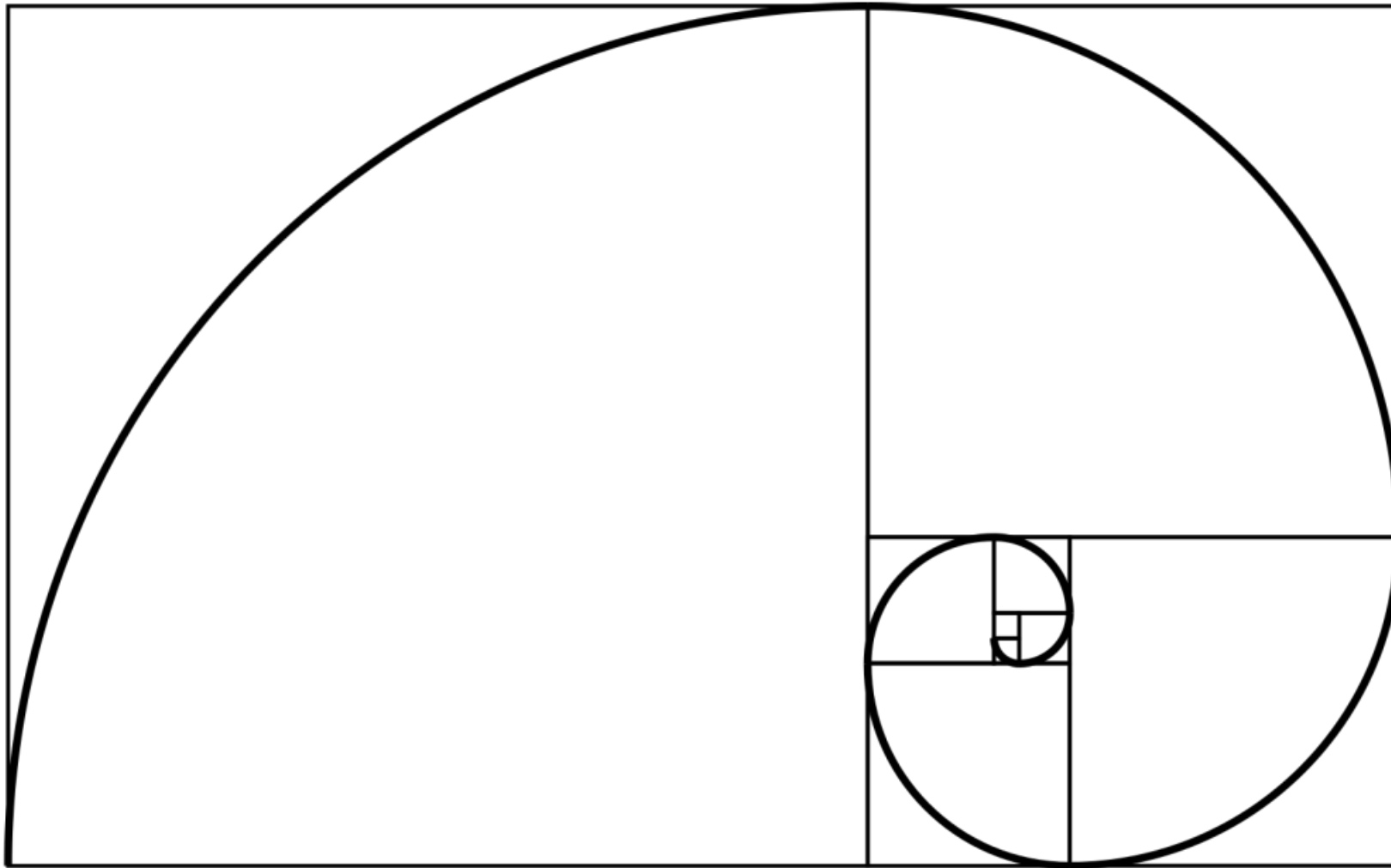
How much do we consume
online videos nowadays?

FILMING WITH A SMARTPHONE

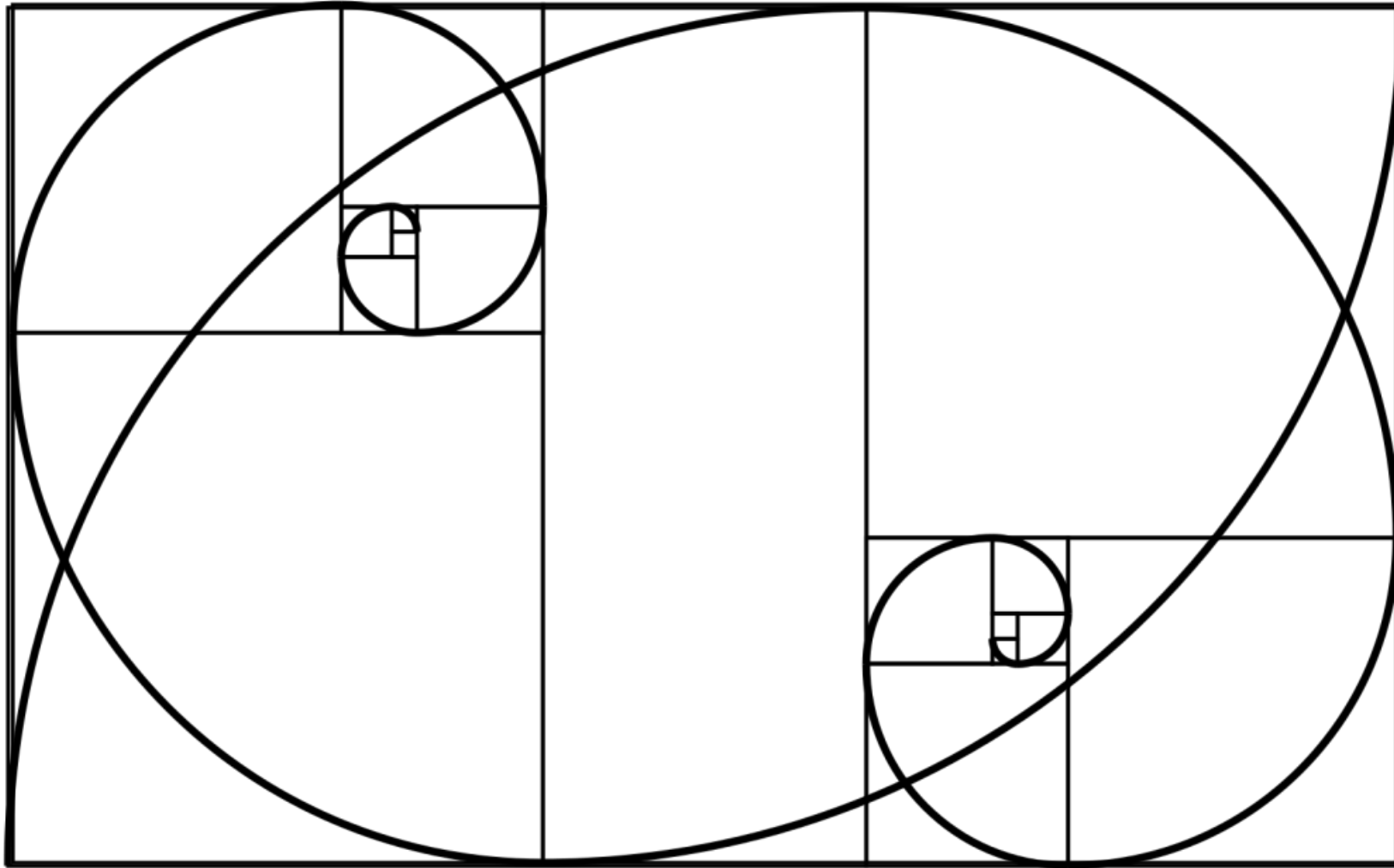
Composition



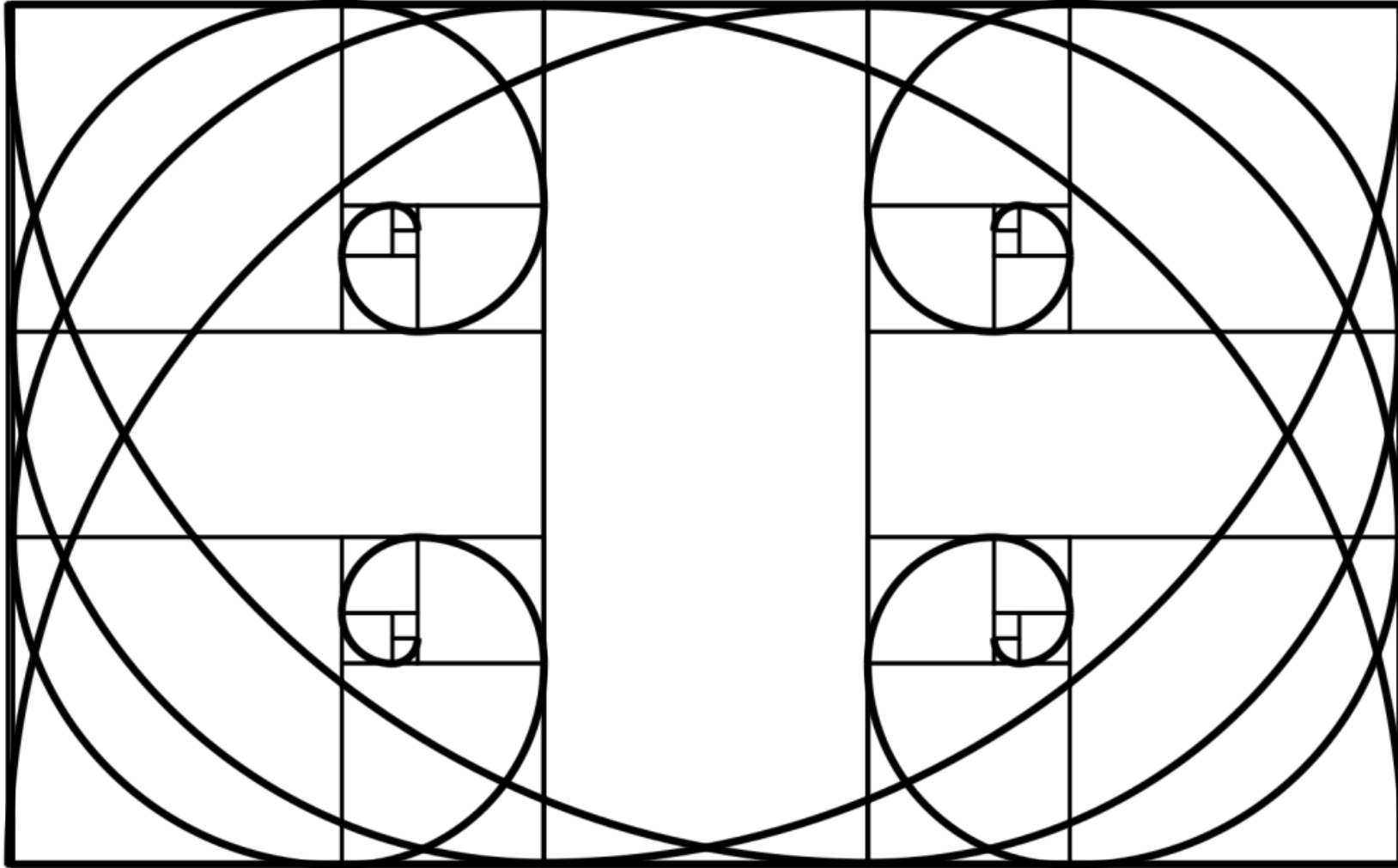
COMPOSITION



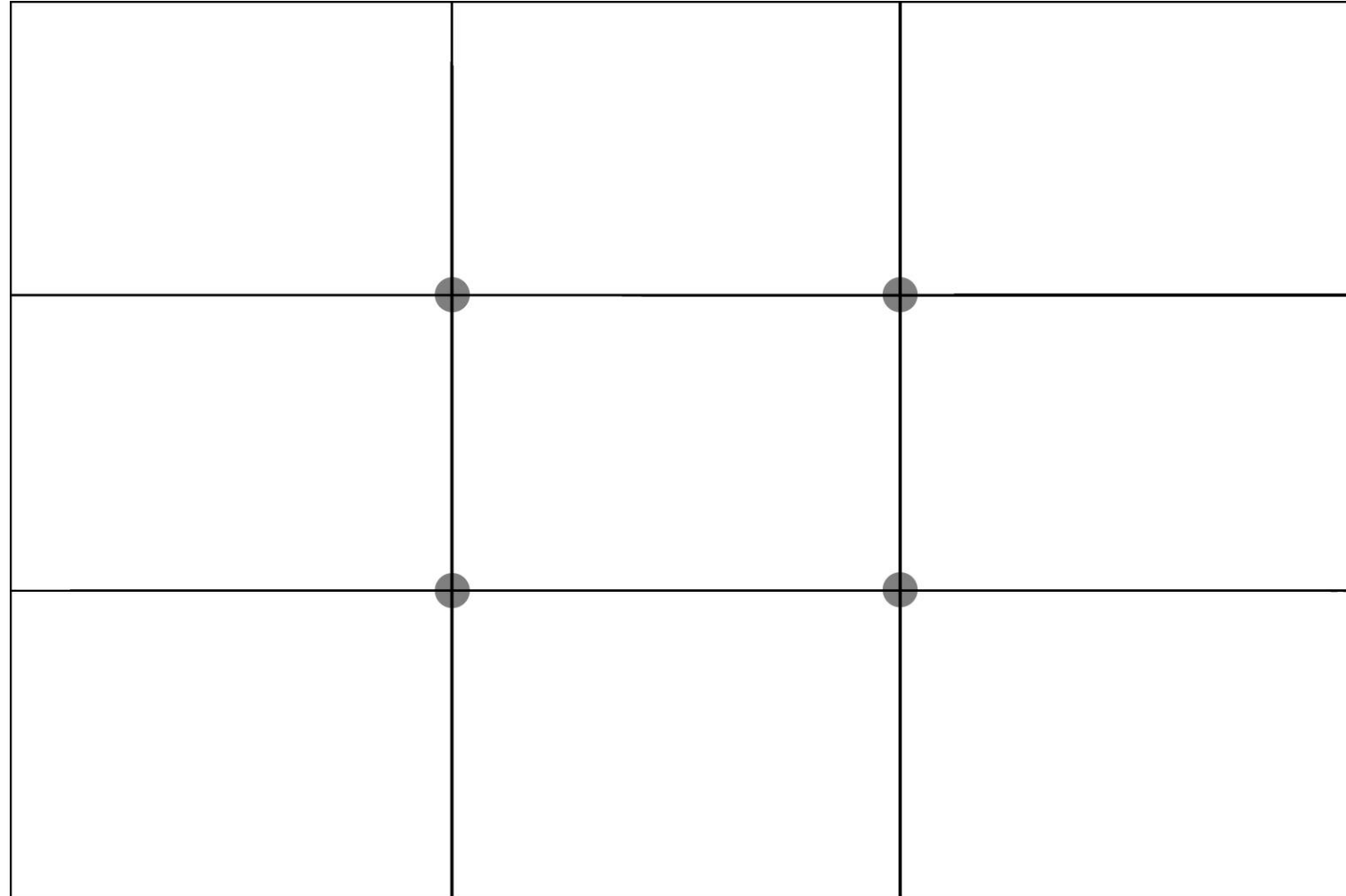
COMPOSITION



COMPOSITION

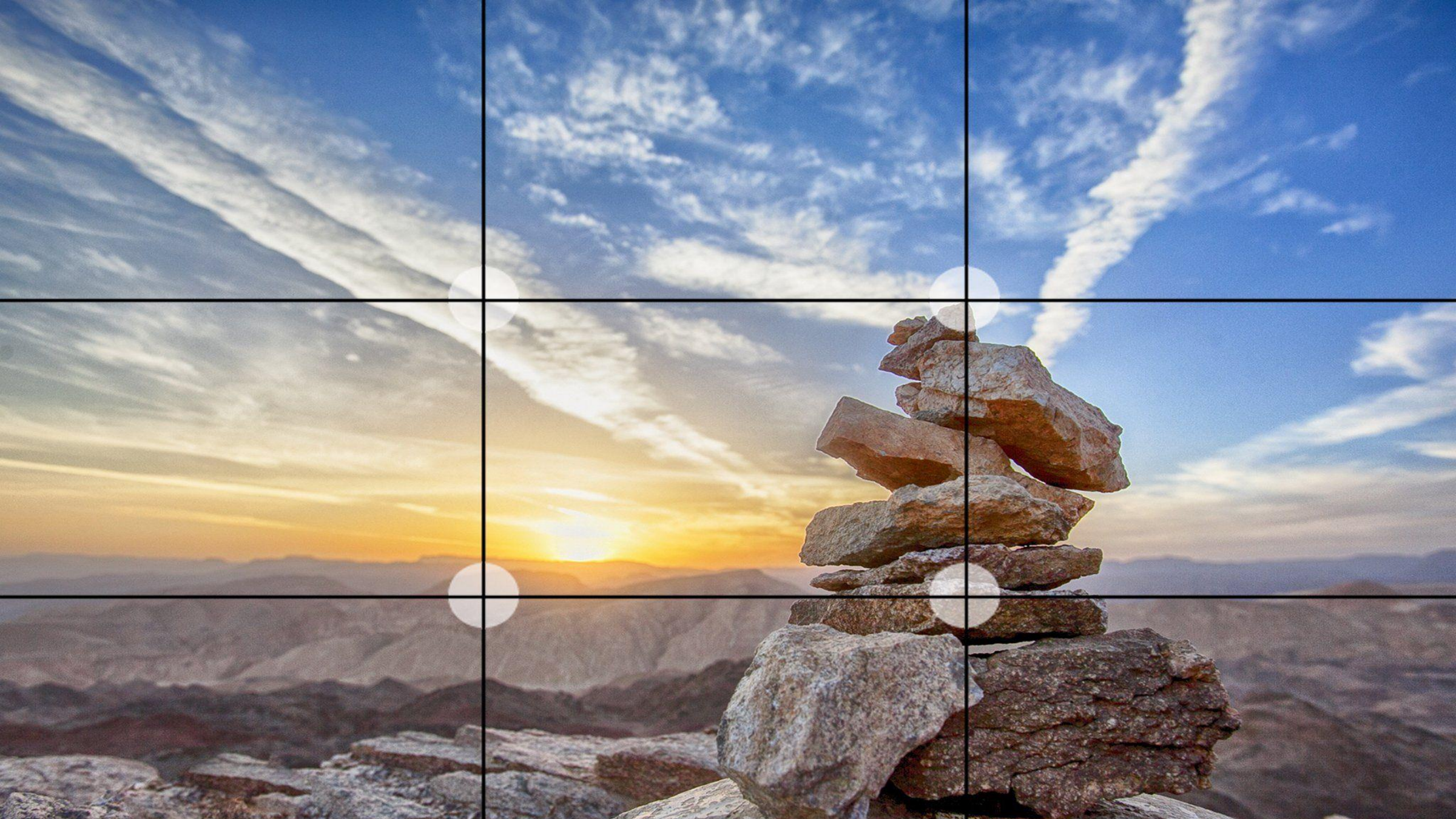


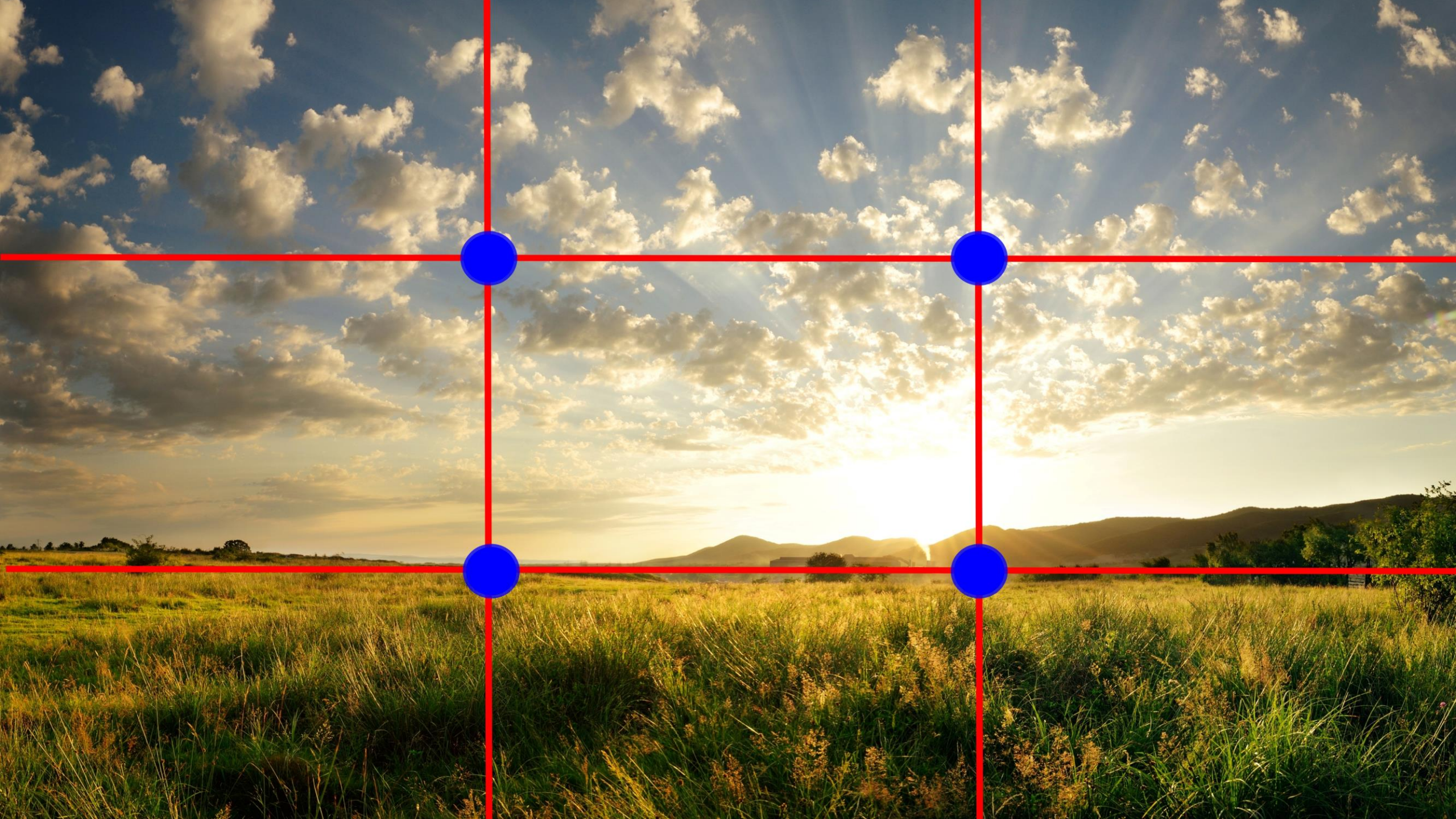
COMPOSITION













ASSIGNMENT 1

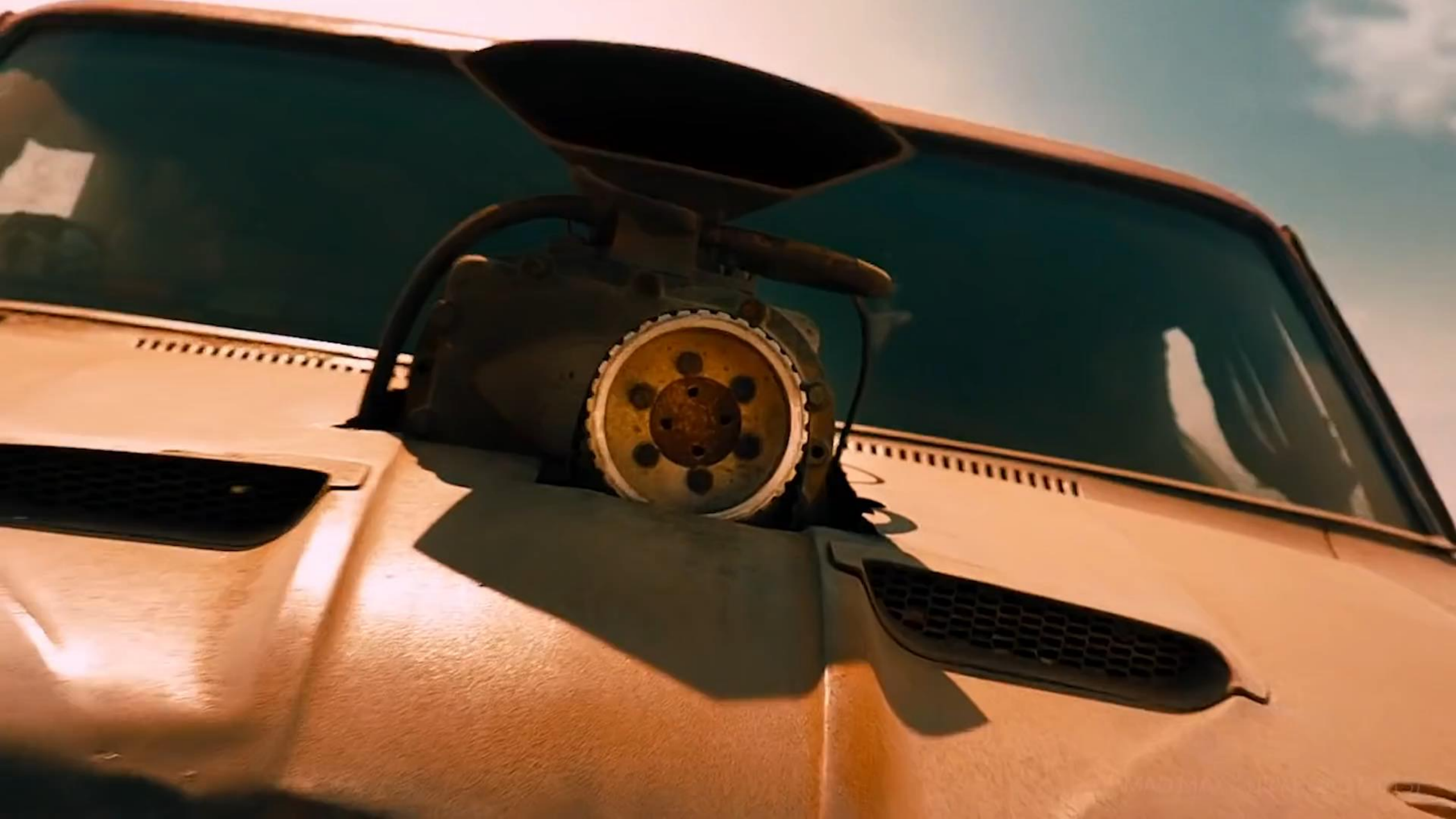
Work on composition: Take a photo of parallel lines or an object by using the rule of thirds



FILMING WITH A SMARTPHONE

Camera shots

















ASSIGNMENT 2

Work on composition: Take 3
extreme closeups

FILMING WITH A SMARTPHONE

Light





ASSIGNMENT 3

Work on light: Take one photo of a face or an object where the light is more powerful on the object/face and softer in the background.



FILMING WITH A SMARTPHONE

Music & Voiceover





Free Creative Commons Music

- **YouTube Audio Library**
- **SoundCloud**
- **Free Music Archive**
- **Bandcamp**
- **Musopen**
- **Jamendo**
- **and more!**

A young man with curly hair is shown in profile, looking back over his shoulder. He is wearing a denim shirt. In the foreground, the back of another person's head and shoulders are visible, slightly out of focus. The background is a bright, indoor setting with a window and some furniture.

<https://www.youtube.com/watch?v=iSkJFs7myn0>

Voice over



Voice over

Script

- WRITE AND READ
- RELEVANT AND SIMPLE
- SHORT
- UNDERLINE / **BOLD**
- DURATION



Voice over

Recording

- We speak using muscles (vocal cords, tongue, mouth, lips). They need exercise.





VOICE-OVER VOCAL WARM UP

Voice over

Recording

- Build up your energy, and speak from your chest and stomach, not from your head.
- Read your script in an explanatory animated way. Imagine you are telling a story to a younger person.
- Avoid being monotonous or dramatic.
- Stay interested in your script.



Voice over

Recording

- Put your emotions in your script, people can hear them.
- Pause at the right places. Punctuation can help.
- Listen to what you recorded. If you feel you can do better, record again. If you feel the text can be edited, record again.



Editing







REFLECTION

**What is your key
takeaway from this
session?**

Thank you!