Informative Video Called "How to Make Shakshuka"

Billy Chapler   11/7/2023

My video is a tutorial that shows the audience how to make shakshuka. Shakshuka is a dish traditionally served for breakfast, originating from north Africa. It is very popular today in north African and middle eastern cuisine. It is made by creating a tomato sauce, then adding in vegetables and eggs. Shakshuka is known for its low cost, ease of cooking, and nutritional benefits. The key message I intend to get across is that shakshuka is easy and fast to make. I also want to give the audience a good base understanding of shakshuka so they can replicate my recipe and start to develop their own based off their own preferences.

The video and sound editing techniques I used helped me communicate the purpose of your project by allowing me to give instructions and show each step clearly and efficiently. I wanted to get my point across as fast as possible to retain the attention of the audience, while still being clear and easy to understand.

Premiere pro allows for the installation of lots of different effects. This is good for someone who uses the program often, because they can easily access effects that they have gathered over time. For someone who is not experienced with the software, this was a limitation because I only initially had access to the base effects. I found Premiere Pro to be unintuitive, like many of the other Adobe programs, but I am sure that with time, I would understand it and have an efficient workflow. Premiere Pro has lots of features, many of which I am sure I have not discovered yet. These features allow the users a seemingly unlimited ceiling of potential for

the quality of videos able to be produced using the program. Overall, although my experience with the program was clunky, the power and efficiency of Premiere Pro is clearly very high.

I consider the number one strength of my project to be the video content. The purpose of my video is clear for the audience, and I think that the steps are easy to follow. I also like the shots used in the video. They clearly show everything necessary, and for the most part, they are clean and aesthetically pleasing. I think I could have used more transitions to make some parts smoother, but the use of jump cuts was a stylistic choice based on cooking tutorials I have seen in the past. I also think that the color correction could be improved. Lastly, the voiceover could use some post-processing. It sounds a little muffled and unclear, and the cutting in and out is slightly disruptive. Most of the time, the audio cuts are hidden under the sound effects, but they occasionally stand out.

One difficulty I had was figuring out how to cook while filming. I solved this problem by only recording certain shots where I could do both at the same time, and turning the camera off most of the time. Another issue I had was with the color correction. I edited the color correction inside the effects panel to my preferences, but when I exported the video, the final version looked completely oversaturated. I was able to resolve this by disabling the filter I had on the video, and manually changing the values.

I stuck with the proposal for the most part. I wrote that I wanted to create a tutorial on how to make shakshuka, and I completed that task. The only change I made was removing the "History of shakshuka" section. I did not complete this section due to time constraints. Because the videos length is so limited, I wanted to fully focus on the tutorial section. I also wanted to

get right to the point to hold the audience's attention as much as possible. Through completing this project, I learned that I really enjoy creating videos, as the medium of video allows you complete creative freedom. It is fun being able to play around and explore different shots, effects, and sound options while creating videos.