

# Video Production and Editing



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ANTH 2302 Gender and Sexuality  
Carie Hersh  
Spring 2025, March 20th, 9:15am

*Feel free to ask questions at any point  
during the presentation!*

# Discussion

- Have you recorded yourself giving a presentation?
- How was that experience different from a live presentation?

# Workshop agenda

- Example
- Important questions
- Video production steps
- Important vocab
- Common pitfalls
- Editing with Canva video editor
- In-class hands on activity
- Discussion

Slides, handouts, and media available at  
<https://bit.ly/sp25-hersh-video-editing>

# Example video

“Launch of the 2022 Gender Equality Index: Critical crossroads.” 00:04:35 - 00:07:06. *YouTube*, European Institute for Gender Equality, 11 Nov 2022.

#EGEF2022

Indicator	BE (2021)	EU (2021)
Work	74.8	71.6
Money	89.9	82.4
Knowledge	70.4	62.7
Time	64.3	64.9
Power	97.8	95.0
Health	86.3	87.8

All Belgium indicators for 2021

Trends in Belgium

will find more data analysis and information on our website

Launch of the 2022 Gender Equality Index: Critical crossroads

European Institute for Gender Equality  
5.99K subscribers

Subscribe

9 9 Share Save ...

# Important questions

- What main points are you trying to communicate to your audience?
- How can images and video help you communicate?
- How can you improve the accessibility of your presentation?

# Video production steps

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# Steps

- 1) Draft a Script
- 2) Plan your Shots
- 3) Select the Location(s)
- 4) Develop the Schedule
- 5) Shoot
- 6) Edit Video

<https://invideo.io/blog/how-to-make-a-video/>

# Script

- What you want to communicate
- Speaking points (refer to assignment guidelines)
  - Important facts from library research
  - Description of fieldsite and fieldwork experiences
  - Your main insight

<https://invideo.io/blog/how-to-make-a-video/>



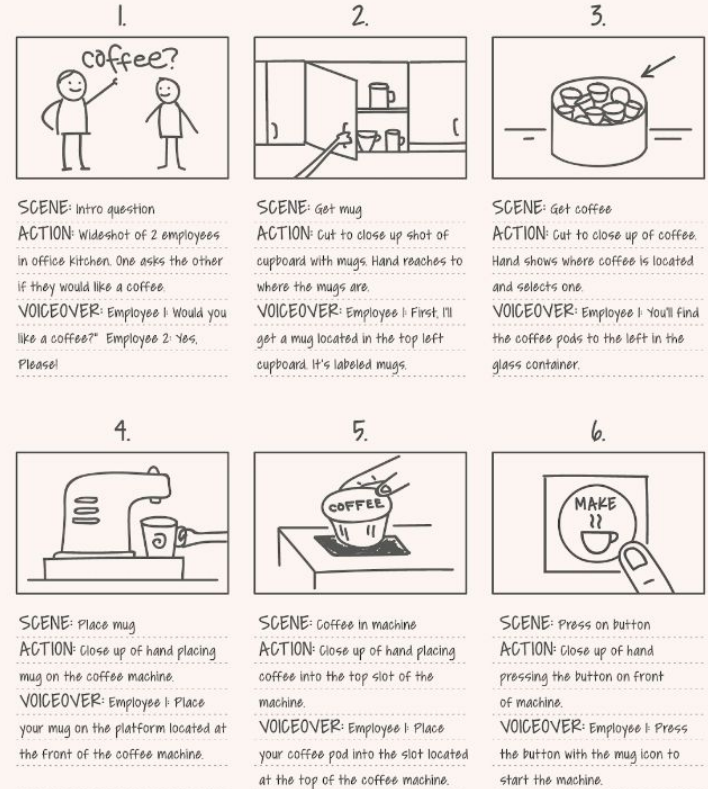
# Storyboard or outline

- Once you know what you want to say, plan how you will say it “with video”
- **Storyboard:** timeline of scene sketches
- **Outline:** bulleted list of the scene descriptions

<https://invideo.io/blog/how-to-make-a-video/>

<https://newbluefx.com/blog/video-editing-terms/>

## TITLE: How To Use The Coffee Machine



# What kinds of footage do you want?

- **Presentation:** a “host” reciting a script
- **B-roll:** “background” footage you can cut to any time
- **Cut-in:** close-ups of an object a subject is interacting with

<https://invideo.io/blog/how-to-make-a-video/>

<https://newbluefx.com/blog/video-editing-terms/>

# Make a shot list

- A **storyboard** or **outline** is a list of the shots and other information as it will appear in your video (as we discussed)
- A **shot list** is a planning document—it's your to-do list of each individual thing you will need to film
  - For each shot, you'll need to plan a location and time to film it

# Location

- Permissions
  - Time constraints
  - Avoid filming people
- Background noise
- Lighting
- Snell Library [Recording Studios](#)

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# Schedule

- Date and time for shoots
  - Location limitations
  - Room reservations
- Equipment rental (1 day)
- Buffer/makeup days
  - Weather
  - Transportation
- Time for editing

<https://invideo.io/blog/how-to-make-a-video/>

The screenshot shows the Northeastern Information Technology Services website. The header includes the university name and navigation links like 'Explore Services', 'Find Answers', 'Report an Issue', 'Classrooms', 'Contact ITS', and 'Log in'. The main banner is titled 'Tech Service Catalog' with the subtitle 'Find solutions in the service catalog.' Below this is a breadcrumb trail: 'Home > Service Catalog > Hardware Borrow/Return > Locker Services'. The left sidebar contains a 'Northeastern Login' section with a sign-in button and a 'Categories' list including 'Access and Security', 'Administration and Business', 'Communication, Collaboration, a...', 'Computing and Software', and 'Hardware Borrow/Return'. The main content area is titled 'Locker Services' and describes contactless pickup and return of equipment. It also has a 'Borrowing Items' section. On the right, there is a 'Request Services' sidebar listing items like '13-inch MacBook Pro', 'Infocus projector', 'Microsoft Surface Laptop 3', 'Ricoh Theta', 'Samsung 360', and 'Sony HandyCam'. A red box highlights the 'Sony HandyCam' item, and a red chat bubble is visible in the bottom right corner.

# Shoot

- Equipment
  - Phone camera or [rented equipment](#) (See this [IT Services article](#) for more information on media equipment available for rent)
  - Tripod
  - Fully charged
- Where to place camera
  - **The rule of thirds:** placing focal points at thirds in the image
- Review videos and images

<https://invideo.io/blog/how-to-make-a-video/>

<https://newbluefx.com/blog/video-editing-terms/>

# Edit video

- Integrate images and videos
- Adjust sound and voice over
- Background music
- Add titles or graphics

<https://invideo.io/blog/how-to-make-a-video/>

<https://newbluefx.com/blog/video-editing-terms/>

# Vocabulary review

- **Script:** the key information you want to convey, including specific words you want to use in narration (first document for video production)
- **Storyboard** or **outline:** two ways of planning out how your script will be connected to specific shots you'll film (second document you'll write)
- **Shot:** a single short video recording
- **Shot List:** a to-do list for all the shots you will need to create the video you've planned (third document you'll write)
- **The Rule of Thirds:** placing focal points at thirds in the image
- **Cut-in:** displays an object the subject is interacting with
- **B-Roll:** “background” or secondary footage you can cut to any time



# Avoiding common pitfalls

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# Common pitfalls: image

- Avoid bright lights in your shot—they will make everything else look dark
  - Outside, move so the sun is to the left or right of a person—not right in their face to make them squint, but not behind them
  - Inside, check for a lamp or a bright window and consider moving so they are just outside the shot
- Record “extra” footage at the beginning and end of each shot (this makes it easier to edit it later)

# Common pitfalls: sound

- Background noise: Your microphone may hear a lot more than you do!
  - Record a “sound test” of “nothing” and listen to see if it’s acceptable
- Turn off A/C units, consider closing windows, etc, if you can
- Mute device notifications

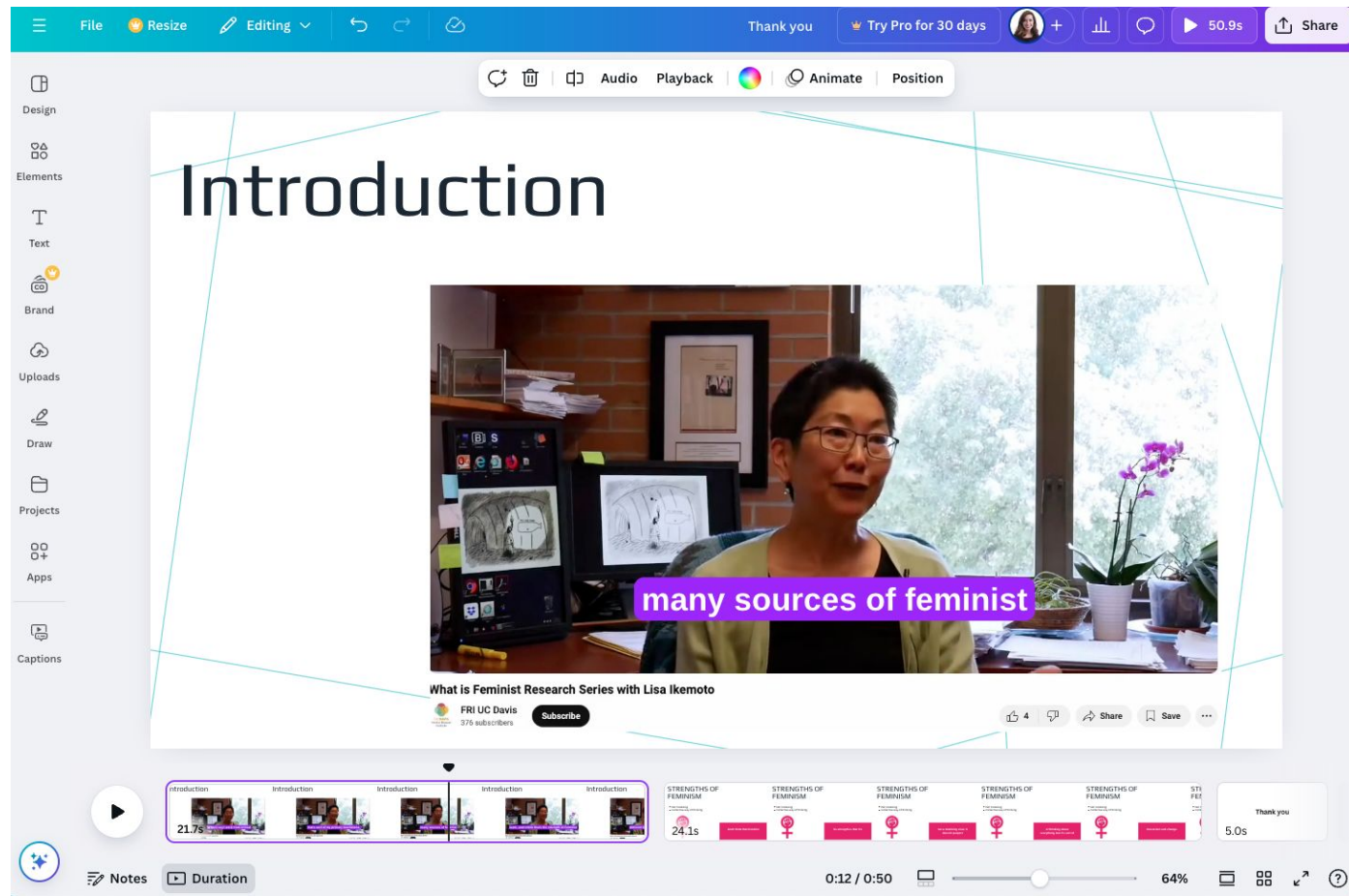
# Canva video editor

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# Canva video editor introduction

- Online video editing software suitable for beginners
- Allows real-time team collaboration
- Basic account is free
  - Can only download 30 minutes of video or a 1 minute GIF
  - Cannot resize videos
  - Some design elements are only for premium accounts (e.g. cannot set up brand templates)
- [Link to Canva Video Editor](#)

# Canva video editor layout



# Sample media

- “[What Is Feminist Research Series with Lisa Ikemoto.](#)”  
*YouTube*, FRI UC Davis, 4 July 2018.
- Feminism PowerPoint Slide Example
- Ahmadi. [\*Feminism symbol\*](#). 2011, Wikimedia Commons,  
[https://commons.wikimedia.org/wiki/File:Feminism symbol.svg](https://commons.wikimedia.org/wiki/File:Feminism_symbol.svg).

# Canva video editing steps

1. Create account or login and click 'Edit a video'
2. Add collaborators
3. Upload media
4. Add slides
5. Add images and videos
6. Add text
7. Add captions
8. Share your video



# Login and start editing

The screenshot shows the Canva website's top navigation bar. It includes the Canva logo, links for Design spotlight, Business, Education, Plans and pricing, and Learn. A search bar is present with the text "Search thousands of templates". To the right of the search bar are "Log in" and "Sign up" buttons. A blue box highlights these buttons, with a callout pointing to them that says "Click **Log in** or **Sign up**". Below the navigation bar is a breadcrumb trail: "Home > Video Editor". The main heading is "Free Online Video Editor". Below this is a paragraph: "Create engaging videos with Canva's drag-and-drop interface, easy recording, and library of clips, audio & animations. Collaborate in real-time. Edit in the browser or app. Fast-track creation with powerful AI tools." Below this paragraph is a purple button labeled "Edit a video", which is highlighted with a blue box. A callout points to this button that says "Start editing". At the bottom of the page is a large purple banner with the text "Thank you".

Canva Design spotlight ▾ Business ▾ Education ▾ Plans and pricing ▾ Learn ▾ Search thousands of templates Log in Sign up

Home > Video Editor

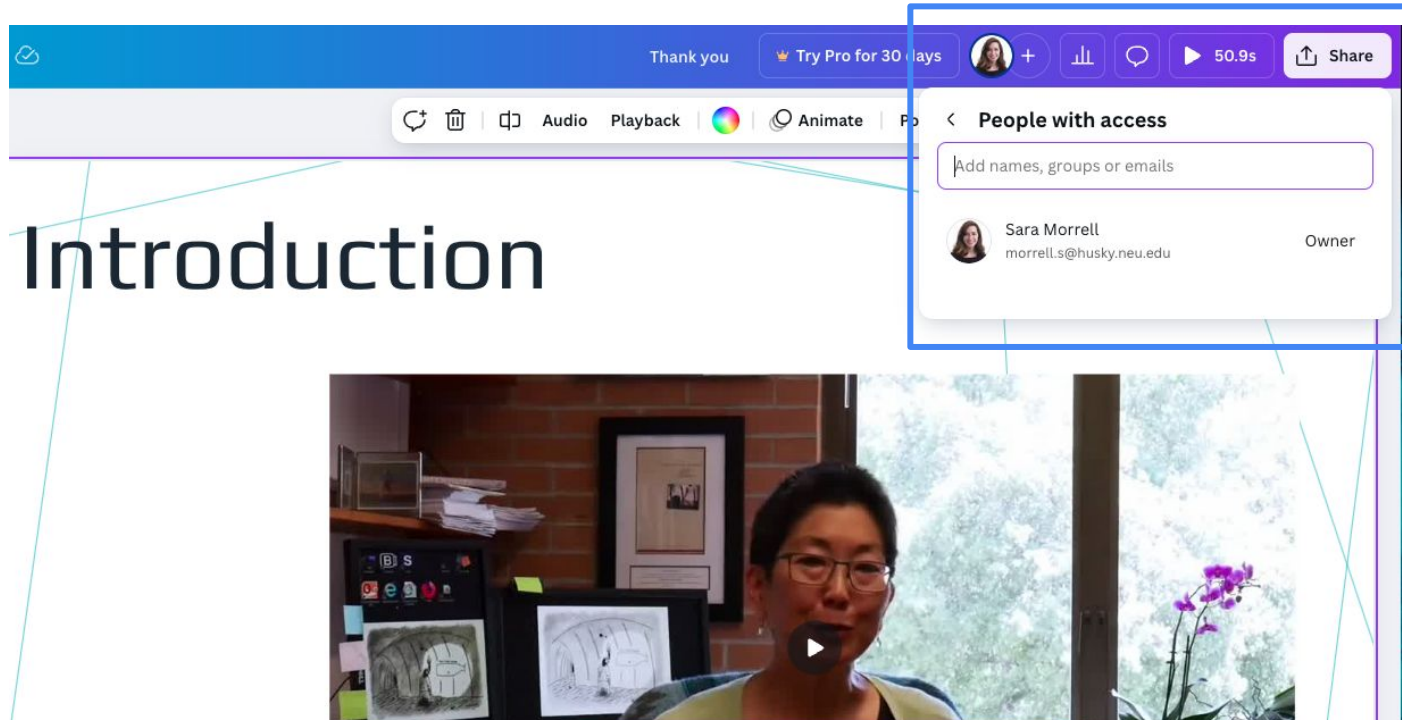
## Free Online Video Editor

Create engaging videos with Canva's drag-and-drop interface, easy recording, and library of clips, audio & animations. Collaborate in real-time. Edit in the browser or app. Fast-track creation with powerful AI tools.

Edit a video

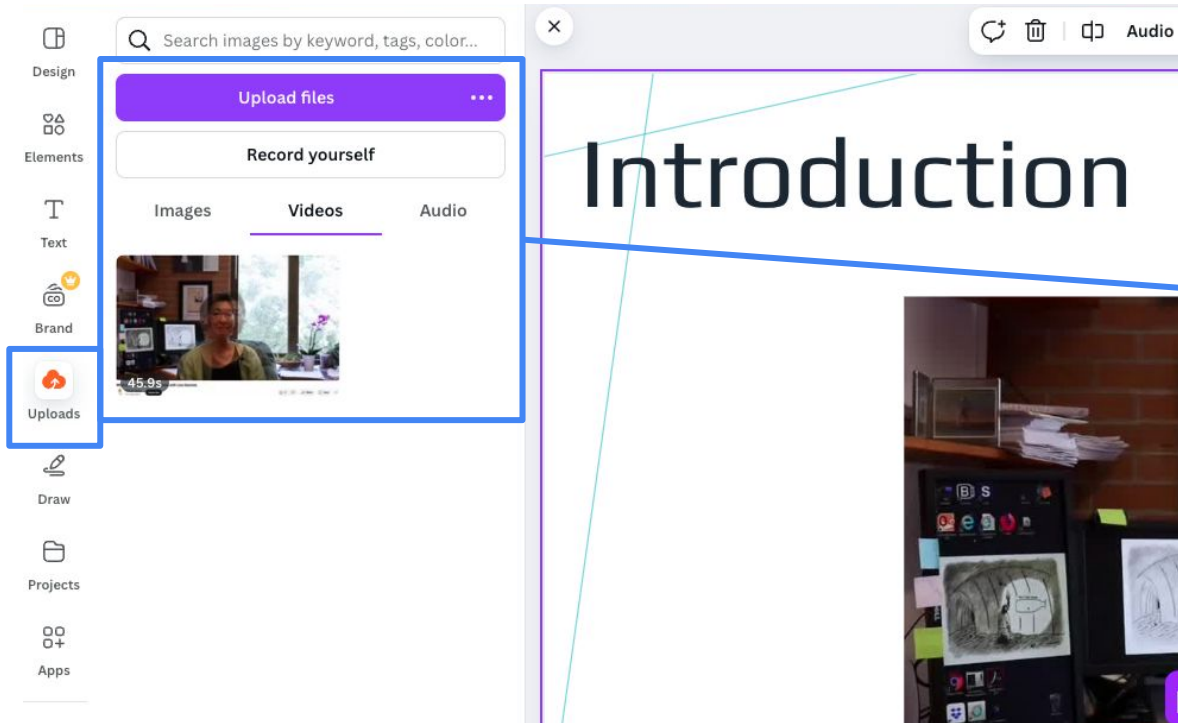
Thank you

# Add collaborators



Click the + to  
add  
collaborators

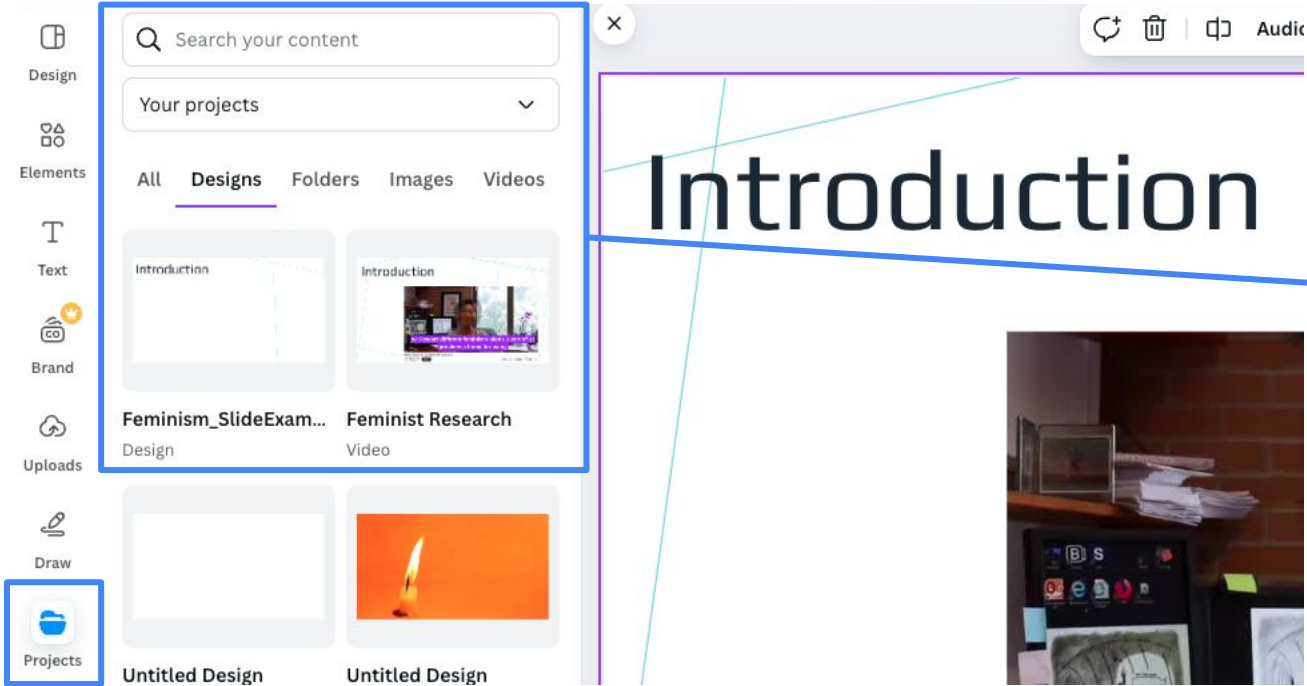
# Upload media



Go to **Uploads**, select the media type, then click **Upload files** and select the files from your computer

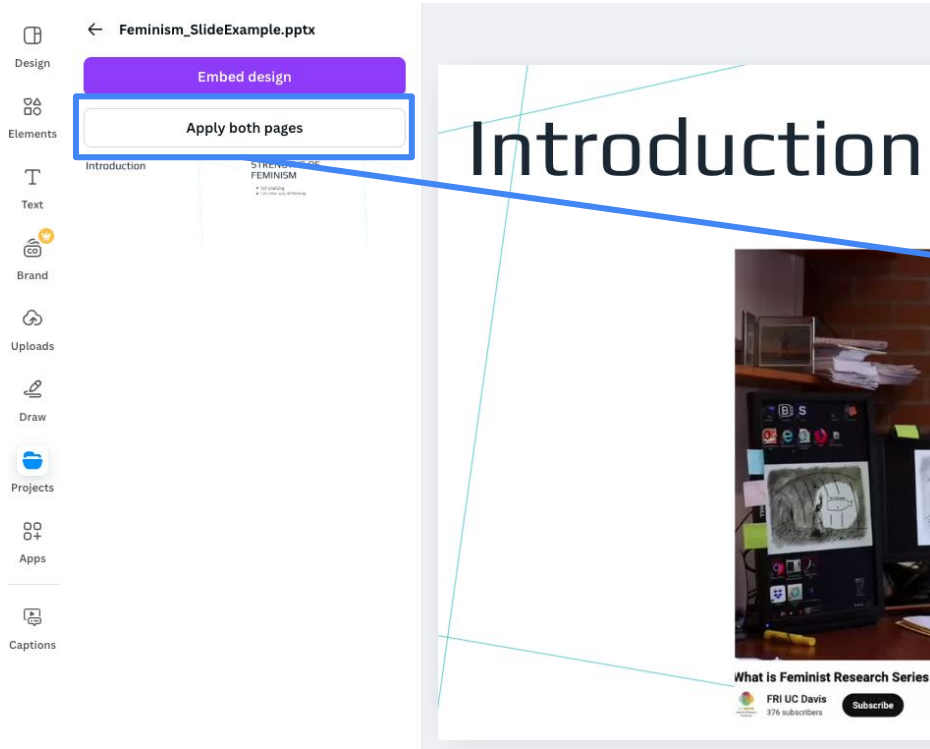
Upload slides under Images

# Add uploaded slides (1/2)



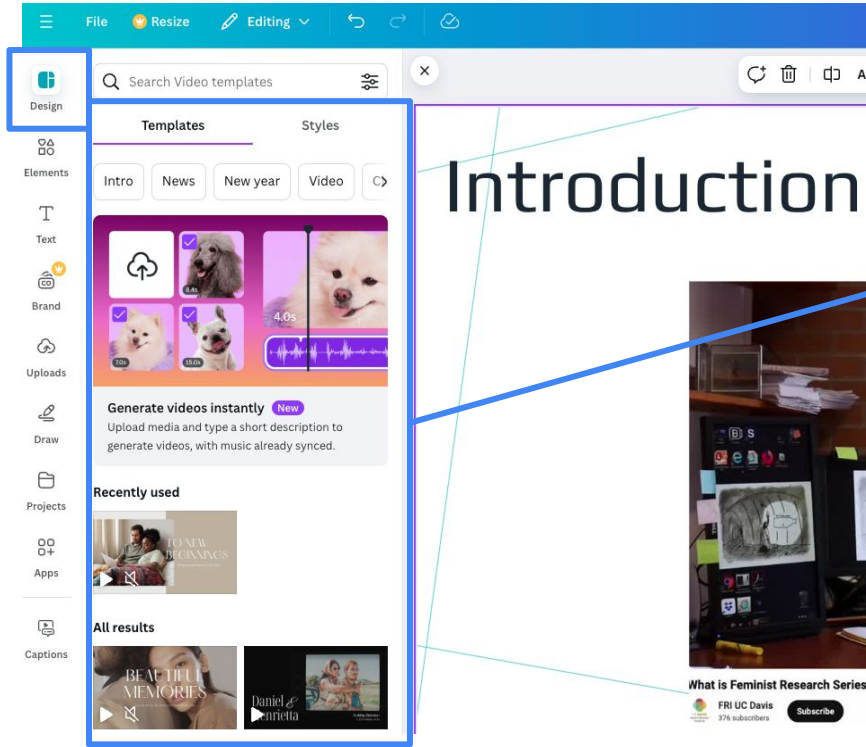
Go to **Projects**, select **Designs**, then click your slides

# Add uploaded slides (2/2)



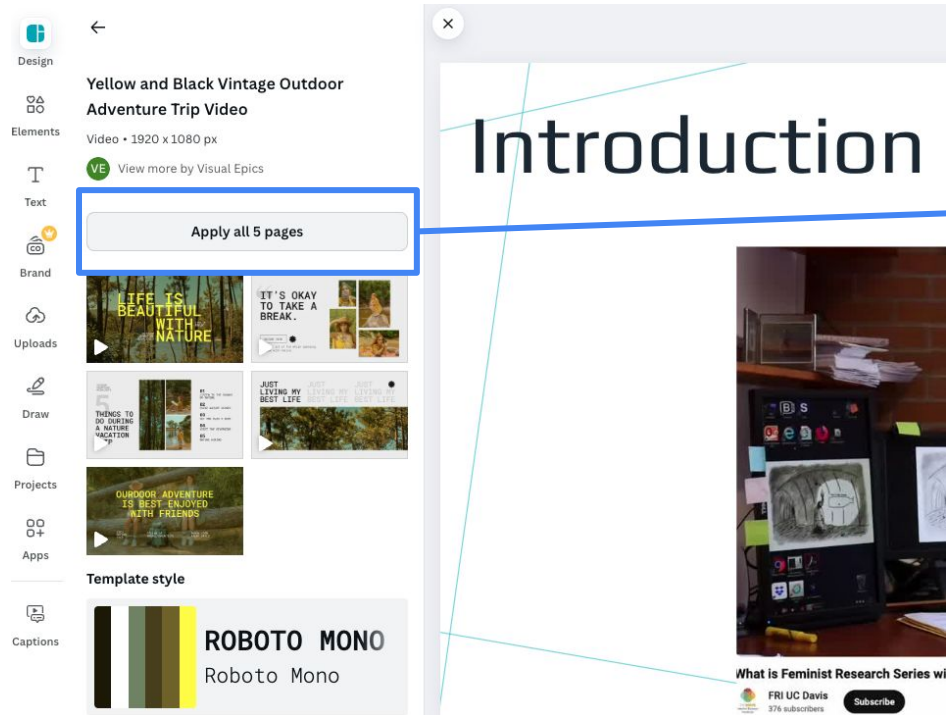
Apply pages to  
add slides

# Add slides template (1/2)



Go to **Design**, select **Templates**, then click a slide template

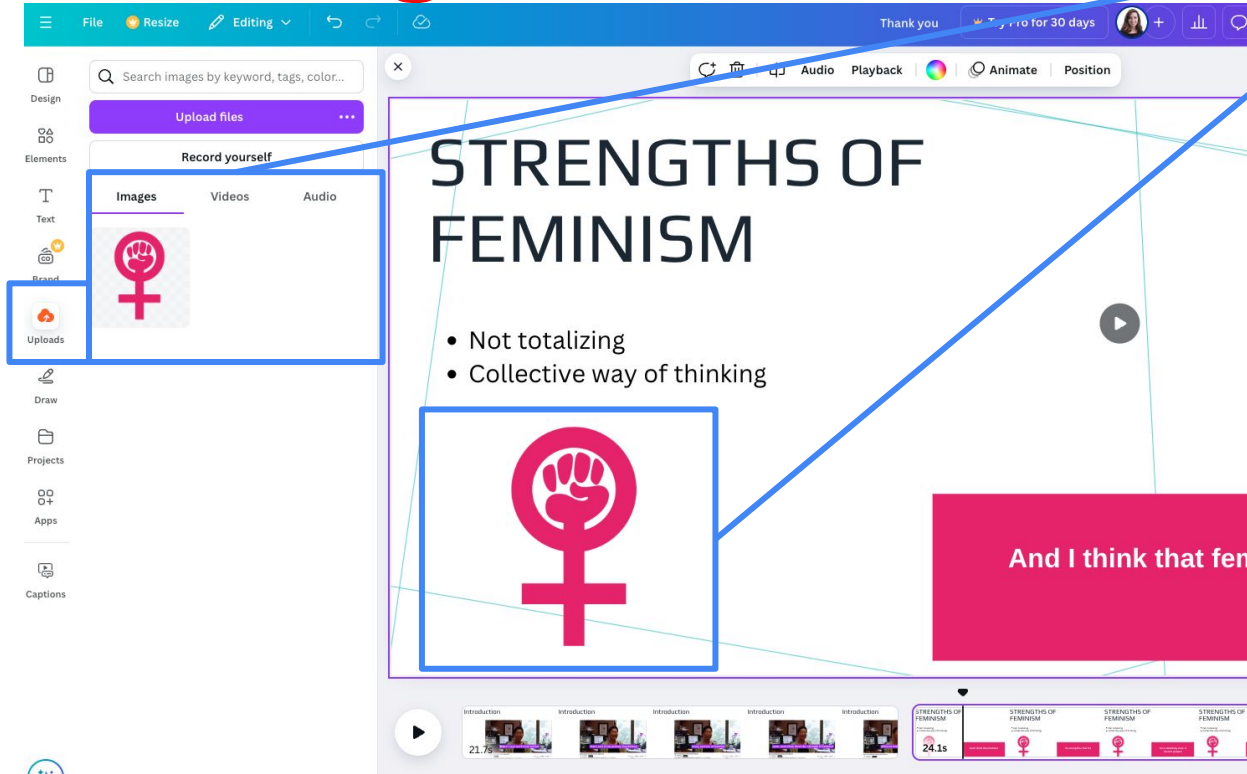
# Add slides template (2/2)



Apply pages to add slide template



# Add images and videos



Go to **Uploads**, then drag and drop media onto your slides

To create a voiceover without showing the associated video, add the video to your slide, then left-click > **Layer** > **Send to back**



# Add text

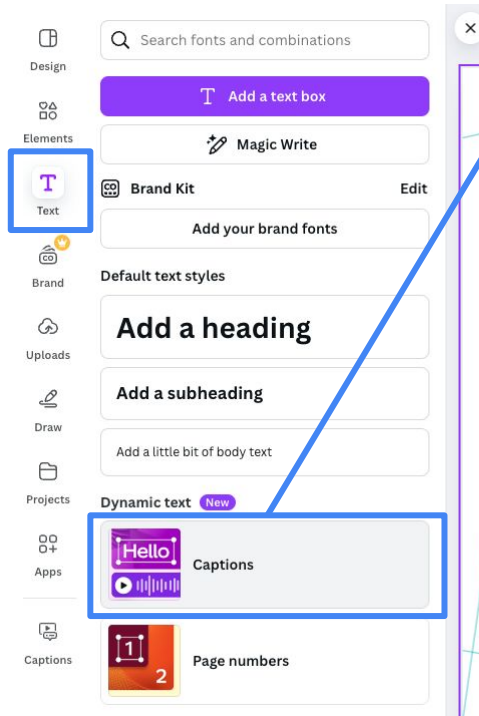
The screenshot shows the Canva design interface. On the left, the 'Text' menu is highlighted in the sidebar. The main workspace features a text box with the title 'STRENGTHS OF FEMINISM' in a large, bold, black font. Below the title, there is a bulleted list: '• Not totalizing' and '• Collective way of thinking'. A pink feminist symbol is positioned below the list. A blue line connects the 'Text' menu to the text box. Another blue line connects the text formatting menu (above the text box) to a callout box. A third blue line connects the 'Add a heading' text style to the text box. A pink box with the text 'And I think that feminist' is also present. A large orange box at the bottom contains the instruction: 'Go to **Text**, then drag and drop the text style to add a text box'.

Format text using the menu above the text box

And I think that feminist

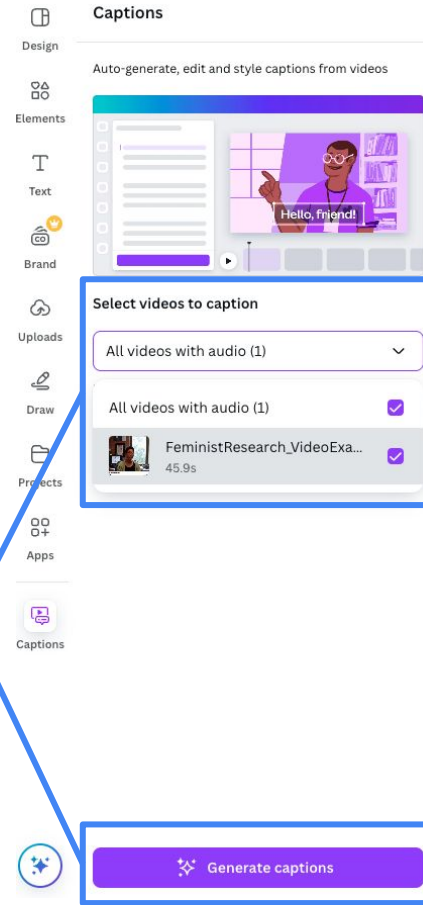
Go to **Text**, then drag and drop the text style to add a text box

# Add captions



Go to **Text**,  
then click  
**Captions**

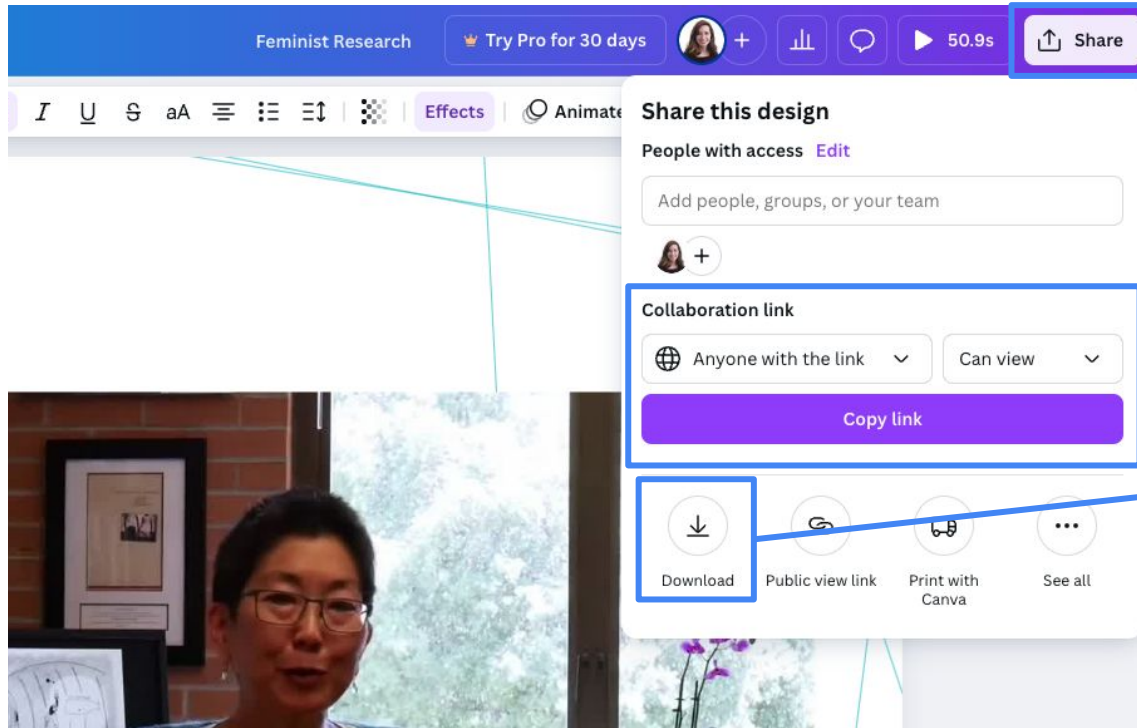
Select videos  
to caption  
then click  
**Generate  
captions**



Captions are  
added as an  
editable text  
box

Add captions  
last to avoid  
synchronization  
issues

# Share your video



Click **Share**  
and create link  
or download  
your video

# Demonstration

1. Create account or login and click 'Edit a video'
2. Add collaborators
3. Upload media
4. Add slides
5. Add images and videos
6. Add text
7. Add captions
8. Share your video

# Your turn!

1. Download the sample media from GitHub:  
<https://bit.ly/sp25-hersh-video-editing>
2. Create a Canva video editor account  
(<https://www.canva.com/video-editor/>)
3. Upload media
4. Add slides
5. Integrate images and video
6. Add text
7. Add captions

# Post-exploration group discussion

- Was anything weird/tricky with using Canva?
- How might you use Canva for your presentations?

# Other Free Video Editing Software

- [Vimeo](#) (basic)
- [Lightworks](#)
- [VN Video Editor](#)
- [DaVinci Resolve](#) (advanced)

# Thank you!

—Developed by Sara Morrell and Johan Arango-Quiroga

- For more information on the DITI, please see: <https://bit.ly/diti-about>
- Schedule an appointment with us! <https://bit.ly/diti-meeting>
- If you have any questions, contact us at: [nulab.info@gmail.com](mailto:nulab.info@gmail.com)
- We'd love your feedback! Please fill out a short survey here: <https://bit.ly/diti-feedback>