

THIS WEEK YOU WILL...

- Film your video, as planned in your storyboard.
- Edit your clips into a 2-minute video.
- Update your slides and reflective journal.

INTRODUCTION

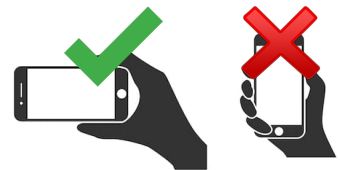
No time for introductions. This week is 100% practical.

ACTIVITY 1 - LIGHTS, CAMERA, ACTION!

Head to the field with your talking subjects, camera, and storyboard, and start shooting!

Some filming tips:

- **Keep it simple.** You have little time. Aim to spend no more than 10 minutes at each location. Aim for 70% good (not perfect) shots.
- **Always film with the camera held horizontally.**
- **Check the light.** Aim to have the sun besides or behind the camera. Ensure your subject has a well-lit face.
- **Steady hands.** Still shots are best for talking-head videos. Try to keep the camera as still as possible for a professional look.
- **Looking good.** Anyone nervous to pose in front of the camera? Consider these quick tips from Peter Hurley (portrait photographer) to look good in front of the camera:
 - Smile.
 - Bring your jaw forward. A little.
 - Try a 'squinch' for a confident look (check Week 6's resources for this one).
- **Don't forget to scream.** It's very important to shout a loud and clear "rolling!" or "action!" AFTER you press the recording button. Instruct the entire team to be super silent after hearing "action" AND TO REMAIN SILENT until you yell "DONE!".
- **Aim for short clips (no more than 3-4 sentences long).** This way, it's easier for your subjects to remember their lines (less pressure). It might facilitate editing too.



- **Cut-off dialogue can make an entire clip USELESS.** To avoid it, leave ample room before and after the central dialogue. This is how you do it:
 - ask the person doing the talking on camera to hold their pose for 2 seconds after “action!” BEFORE they start speaking. And the same at the end: to hold their pose for 2 seconds AFTER they finish speaking.
 - the person operating the camera should scream ‘action’ AFTER (not before) pressing the recording button. When the subject has finished speaking, keep the camera rolling for another 2 seconds before pressing the stop button. Then, you can holler “done!”.
- **Poor audio can also make a clip useless.** Ask your actors/subjects to use a loud, consistent voice throughout the shot. At every new location, play back your first shot and check that the audio is being well recorded. If the space is too noisy or makes a lot of flutter/echoes, move to the next location.
- **Multiple shots.** Try different shots of the same scene (full-body, head-to-waist, face only). This will allow you to choose the best one later, or to switch between shots mid-phrase for a cool effect.
- **Multiple voices for the same dialogue.** Remember the example video ‘Heart of Plastic’? You could achieve a similar output by having 3 or 4 people read the entire script, each person at a different location. Later, when putting the clips together, you can switch between people every other sentence for a dynamic look.
- **Keep the bloopers!** Or shots that go wrong. A spontaneous laugh can be edited in for a fresh touch; a funny shot when someone forgot or mixed their lines can be brought in as a humorous extra at the end.

ACTIVITY 2 - PUTTING THE CLIPS TOGETHER

We’ll now download and edit your video clips into a 2-minute video, using Clipchamp (another cool product by an Australian firm!).

Important: Clipchamp only works on Google Chrome browsers. If you don’t have Google Chrome in your computer, and cannot install it, head to Week 6’s resources and download a different guide. There is one for Windows users who have the ‘Photos App’ installed. Lastly, there is a guide to edit on AdobeSpark that will work on most browsers (Chrome, Firefox, Safari and Edge).

PREPARE YOUR VIDEO FILES

- **Step 1.** Create a new folder in your computer and download all the video clips from your camera or phone into this new folder.
Our video files were placed in the folder _____.

Important: Until the video is finished and safely published, DO NOT delete the original video files from your camera or phone.

- **Step 2.** Let's rename those video files. We'll use a combination of a number and a descriptive short name, like this: "1_opening sentence". The number should correspond to the order of that clip in the video. You can assign a number to each sentence in your script, or to each shot in your storyboard. Numbering our files will make the following steps a lot easier. If you have multiple takes of the same scene, try:
 - "1_hello (version 1)", "1_hello (version 2)",... OR
 - "1_hello (full shot)", "1_hello (close up)",... OR
 - "1_hello (Katie)", "1_hello (Jay)",... you get it.

By the time you finish renaming your files, they should appear nicely in order.

- **Step 3.** Now take some time to delete any clips you won't be using in the video. This is the time to discard extra copies of the exact same shot. Choose the best one, delete the other one, and move on. By the end of step 3, your folder should contain only the clips you'll be using in the video.

NOW FOR THE SERIOUS FUN

- **Step 1.** Head to clipchamp.com, and sign-up (you'll be needing a single sign-up for the team). Clipchamp is free for standard-definition video, which is all we need.
Our Clipchamp username is: _____
Our Clipchamp password is: _____

Important: At some point during your Clipchamp session, you'll be asked whether you allow Clipchamp to save files to your device, please accept.

- **Step 2.** When you're finished signing up, click on the button 'Create a video' on the top right. Choose 'Widescreen' 16:9. Then click on 'Start Editing'. This will take you to the project main screen. This screen is where we'll be doing most of the work.
- **Step 3.** Near the top, click on 'Untitled Project', then on the little pencil icon. Type in a name for your project.
- **Step 4.** Time to bring in those video clip files. On the top left, click on the button 'Add Media', then on 'Browse my files'. Navigate to the folder containing your video clips, click-and-drag to select ALL the clips at once, then click on 'Open'. Clipchamp will now take some time to upload your clips. Those clips will now be available as a little gallery, but they are not part of your video yet. We'll do that next.

When prompted to add music or a title click on 'no thanks'. We'll add some music and text later on.

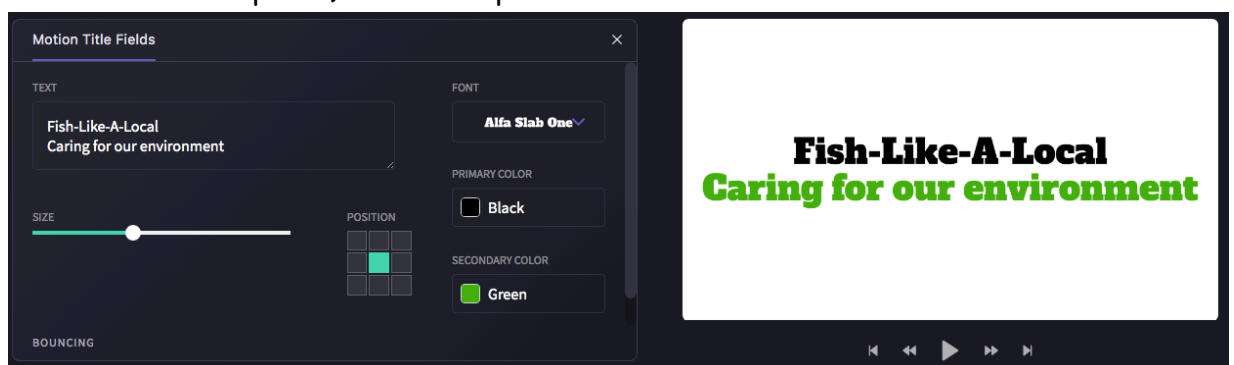
- **Step 5.** Now the real editing begins. We'll bring those clips, one by one, to the timeline. The timeline is that black box at the bottom. Follow this sequence:
 - **Paste.** Click-and-drag the first clip, from the gallery, to the timeline.

- **Watch.** Your clip now appears in the timeline, as well as on a little videoplayer frame on the top right. Press play (▶) in the control buttons of the little player, or simply press the space bar in your keyboard. Watch the entire clip.
- **Trim the beginning of the clip.** (Trimming is chopping off unwanted bits at the beginning and at the end of a clip). Begin by click-selecting the clip on the timeline (when selected, the clip appears highlighted with a colour borderline). While the clip is selected, bring your mouse to the left corner of your clip, until it changes shape (as shown in the image). Click-and-drag to the right to trim your video.
- **Trim the end of the clip.** When you're done, repeat the same steps to trim the end of the clip (this time click-dragging from the right end, to the left). Watch the outcome (▶ or spacebar) and adjust as needed.
- **Repeat.** Run through this sequence again with the remaining clips, placing each new clip at the end of the previous one. Edit until you feel the message is delivered smoothly.



Did you go over the 2 minutes? Don't beat yourself up for a few seconds, but cut it back if it's running longer than 2 minutes 15 seconds (it's not fair to the other teams, and viewers prefer short videos anyway).

- **Step 6.** Done? Let's add a beginning. Follow this sequence:
 - **Zoom out.** Just above the timeline, on the right, click on 'Fit to screen' so you can see the entire video in the timeline.
 - **Add a blank clip.** On the left of the screen, click on 'Background', then click-and-drag the 'White' frame to the beginning of your video, before the first clip. This will be your opening screen.
 - **Add text.** On the left, click on 'Text', and choose from the available options one that you like. Click-and-drag it to the timeline. It should appear over the white frame. Ideally, choose one Text option that allows 2 lines of text.
 - **Edit the text.** When the text frame is selected in the timeline, the text controls will appear on the top of the screen as 'Motion title Fields'. Type in an appropriate title for your video. The title should include the name of your business idea, and something that indicates what your video is about (e.g. environmental impacts). For example:

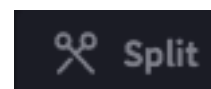


In this example, I've used black and green as primary and secondary colours.

- **Adjust duration.** Viewers need around 5 seconds to read the title of your video. Use the trimming tool to expand or shorten the white frame and text as required.
- **Step 7.** Let's add an ending. Repeat the sequence in Step 6, this time, placing a new frame AT THE END of your video. It's customary for the final screen to be black (rolling credits), but choose whatever you like. In terms of text, you could have a short 'Thank you', followed by the names of your team members, your School, and the date.



- **Step 8.** Add some music! This step is optional, but I hope you can't resist it.
 - **Browse.** Go to bensound.com and look for an audio clip that you like. When you're ready, download the audioclip to your computer. I used 'Ukulele'!
 - **Import it.** On the left, click on 'Add Media' and browse for the file you just saved. Click 'Open' to add it to your project.
 - **Insert.** To add the music clip to your video... yes, you guessed: drag-and-drop.
 - **Trim.** Click on 'Fit to Screen', then trim the audio clip to match the end of your video.
 - **Adjust volume.** Now for the hard part: You want the music to play loud during the start and end screens, but to remain at very low volume in the middle. This is how to do it:
 - **Use the split button** to make two cuts to the music clip. Do one cut at the end of the opening screen, then another cut at the beginning of your ending screen. You should now have continuous music, but three different audio clips.
 - **Fade out the first audio clip.** Click on the first audio clip. In the audio controls, at the top, click on 'Fade In/Out'. Adjust Fade Out to 2.0s.
 - **Turn volume down for the second clip.** Click on the second audio clip, on the controls select 'Audio', and adjust 'Track volume' to 10% (or so).
 - **Fade in the third audio clip.** Lastly, select the last audio clip, select 'Fade In/Out' in the audio controls, and adjust Fade In to 2.0s.
- **Step 9.** Export your video. When you're ready, click on 'Export video' on the top right. When prompted, choose **480p resolution**. Your video will start rendering now. This might take anything between 3 and 10 minutes. Relax. When the export is



finished, a 'Download' button will appear. Click on it to save the file to your computer. Our video file is called _____, and it was placed on the file folder _____.

If your export is stuck at 0% for long, try the following:

- Quit any other programs that may be running in your computer
- Quit Chrome. Open it again, sign-in to Clipchamp and open your project.
- Try exporting again.

ACTIVITY 3 - UPDATE YOUR SLIDES AND JOURNAL

I'm guessing this has been the hardest week to date. It really does take a lot of work to create something as simple as a 2-minute video. I really hope you've had a lot of fun and feel encouraged to try it again sometime. Let's wrap up this week by adding your video to your slides and writing a new entry into your reflective journal.

NEW SLIDE

- **Step 1.** Open your slides, add a new slide right after 'Our Market'. In 'Layout', choose 'Title and Content'.
- **Step 2.** In the bottom frame, click on the video icon to upload a video file. Browse for the video file you created and click on 'Insert'.

If you used Ben's music tracks in your video, this is a good place to give credit. Add a small textbox at the bottom of your slide, and type in:

"Music: <https://www.bensound.com>".

- **Step 3.** Hopefully, the video will speak for itself, so you don't need to add any notes to this slide. Save and close.

NEW JOURNAL ENTRY

- **Step 1.** Open your reflective journal.
- **Step 2.** Write a short paragraph (2-3 sentences) recounting your five favourite new skills acquired over Week 5 and Week 6.
- **Step 3.** Take some time to ponder the following questions and write your answers as a short paragraph (4-5 sentences): What are some benefits of explaining things through video? What are some of the drawbacks? Are you inspired to use video in the future? What for?

Until next week!