

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

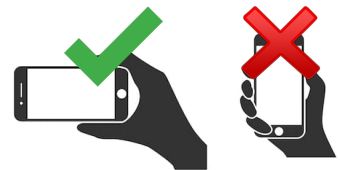
No time for introductions. This week is 100% practical.

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 AdobeSpark.

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

Important: You'll need to enlist the help of an adult (e.g. parent, teacher) to help you through the sign-up process in AdobeSpark. As many other online products, registration to AdobeSpark needs to be made by an adult (e.g. make sure to insert an adult's birth date during the registration process). Once the registration is over, though, your team can **sign-in** again using only the chosen username and password.

- **Step 1.** In your web browser (e.g. Chrome, Safari, Firefox, Edge), head to spark.adobe.com/sp/, click on 'Start now', and follow the sign-up process. Make sure to take note of your username and password.

Our AdobeSpark username is: _____

Our AdobeSpark password is: _____

Important: If at any point you are asked to choose a plan, go for the 'Starter Plan', which is the free version. The free version has some limitations (including a watermark at the end) but it works fine for our purposes.

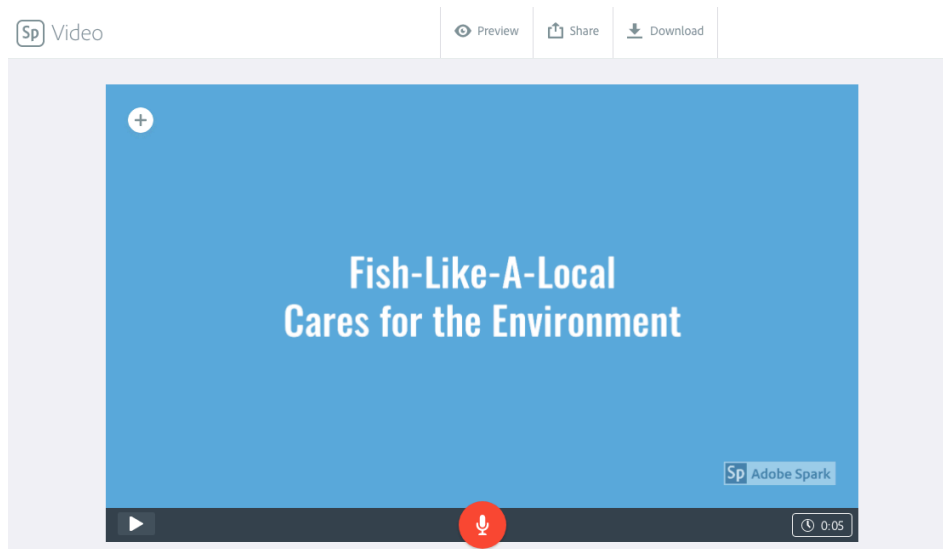
- **Step 2.** When you're finished signing up, a welcome screen will appear asking what you'd like to create, and a bunch of ready-made templates. Scroll down to the end of the page. Click on the button 'Create a video'.
- **Step 3.** Wait a few seconds until you get a prompt to enter a name for your video ('Every great story...'). Type in a name for your video, and click 'Next'. When prompted to choose a template, click on 'Start from scratch'.
- **Step 4.** Since this is probably the first time you use Spark, it might be a good idea to play the video tutorial. When you're ready, click 'Ok, I'm ready!' to start editing.
- **Step 5.** Time to bring in those video clip files. Follow this sequence:
 - **Insert a new clip.** Click on the 'plus' button in the middle of the screen, then on the video icon. Browse to find the first clip, select it, and click 'Open'.
 - **Trim.** Your first video clip will now show on a player. This is an opportunity to trim unwanted bits at the beginning and end of your video before you insert it. Move the lollypop controls to adjust the beginning and end of your clip. Press play (▶) to check what the edited clip will look like. When you're ready, press save on the top right. The edited clip is now part of your video.

- **Repeat.** Continue to add new clips until all of your video files have been uploaded. To add a new clip, click on the plus sign at the bottom left of the screen, then repeat the steps above.
- **Step 6.** When you have all your clips in a row, the finetuning begins. Follow this sequence:
 - **Watch.** Click on the white round play button (▶) on the bottom left of the screen (or on 'Preview' at the top) to watch your entire video as it stands now. It will open a different preview screen and play your video.
 - **Take notes.** Take notes of all the bits that appear clunky (e.g. too long, too short). When you're ready, click on the 'X' at the top right to go back to the editing window.
 - **Trim individual clips.** Following your notes, adjust the 'clunky' sections of your video. You can edit individual clips as follows:
 - **Click-select** the clip you wish to edit. The clip will now show on the screen.
 - **Reveal the edit controls** by clicking on the image of the video. On the top-right corner, click on the pencil button, then on the scissors icon.
 - **Trim the clip.** As before, move the lollypop controls to trim the ends of your video. When you're ready, click 'save' on the top right.
 - **Repeat** for other clunky sections of your video.
 - **Repeat** the entire sequence in 'Step 6' again (watch, take notes, trim individual videos) 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 7.** Done? Let's add a title or welcome slide. Follow this sequence:
 - **Add a new section.** Click on the white frame with a plus sign (bottom left).
 - **Place it at the start.** Click-and-drag the new blue slide to the beginning of your video.
 - **Make it 5-seconds long.** Viewers will need about 5 seconds to comfortably read the title of your video. With the blue slide selected, click on the timer at the bottom right of the player screen (shown in image). Set it to 0:05.
 - **Add a title.** Now click on the plus button in the middle of the blue screen, then click on 'Text' to add a title. 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:





If you'd prefer a different background colour, try a different theme by clicking on 'Theme' on the top right. Browse and choose from the available options.

- **Step 7.** Let's add an ending. Repeat the sequence in Step 6, this time, placing the new frame AT THE END of your video. In this final screen, you could have a short 'Thank you', followed by the names of your team members, your School, and the date.



- **Step 8.** Now the audio. Adobe Spark has a music track in the background by default. Click on 'Music' on the top right to access the audio controls. Follow this sequence:
 - **Switch music ON or OFF.** I personally find music an excellent addition to video, but decide by yourselves whether you'd like some music playing in the background.
 - **Choose an existing song or add your own.** Browse the existing music files by clicking on each, then pressing play (▶) on the video screen to listen to the track. If you wish, you can upload your own music too (e.g. mp3). Since your voices will be playing, it's best to stick to instrumental tracks (no lyrics).
 - **Adjust the volume.** Drag the sliding button left and right to turn the volume down and up, respectively. Play the video again to check the track is not interfering with the spoken words, and adjust again if needed. There is an

option to adjust the volume of the spoken words in each clip as well. Try the following:

- **Click-select** the video clip you wish to adjust.
- **Click on the image** to reveal the video editing controls, then click on the pencil symbol on the top right, then on the speaker icon. You can switch between 'loud', 'soft' and 'mute'.
- **Repeat** for the remaining clips.
- **Step 9.** Export your video. When you're ready, click on 'Download' on the top the screen. It might take a while to render your video. When the file is ready for download, a pop up window will ask the desired name and location for your video download. Choose a suitable location and press 'Save'.
Our video file _____ was placed in the folder _____.

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.** Add a new slide to your presentation, right after 'Our Market'. In 'Layout', choose 'Blank'.
- **Step 2.** In the top menu, click on 'Insert', then on 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', then on 'Video', and lastly on 'Video from File'. Browse your files for the video you just created and click on 'Insert'. Resize the video frame to fit the entire slide.
- **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!