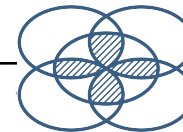




# Camtasia Software + More on videos



*META*  
**META**



Flood-Based Livelihoods  
Network Foundation

# Video

**What do you use video for?**

**How do you use it?**

**What would you like to use it for?**

**What more would you like to know?**

Video was only this....



# Now video is everywhere



# Video

We, MetaMeta have over  
the years learnt that....

Videos are a powerful way to  
**capture** information visually

Videos are an effective way to **share**  
information across a wide range of  
stakeholders

Videos can be used as a tool for  
**alliance building**

# Video

**Video Presentations**

**Short Video Clips**

**Interviews**

# Video

Video Presentations

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Interviews

**Examples**

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# Video

**Short Video Clips**

**Basics of Video**



# Basic preparations



- You don't need to be an expert in filming, but with simple preparations you can avoid shooting "home videos"
- Visualize the story in your head (developing a story board would be best)
  
- What story would you like to tell?
- Who will be the main audience?



# Shots - basics



- What's the story you want to tell? Is the background important to your story? (conference vs fieldwork)
- Be aware of what is visible in the background. (for example a wilted plant is distracting and might even cause a sad feeling.)
- Variety: Try to shoot 3-4 different shots of every object/ movement. Different in terms of size (long/medium/close) or different angles



# Shots – Super Basics



- Keeping the frame still: Makes a huge difference
- Record a shot for at least 10 seconds. In the edit, use it for at least 5 seconds.



# Shots

- Head room: as little as possible
- Leading room: leave room for this





# Rule of thirds



- Fact: when a picture is divided in 3 horizontal and vertical equal parts, the points where the lines meet get most attention
- When you place a single item (e.g. a ball) in the frame, use one of those 4 points. When it concerns a larger object (e.g. a person), use the lines

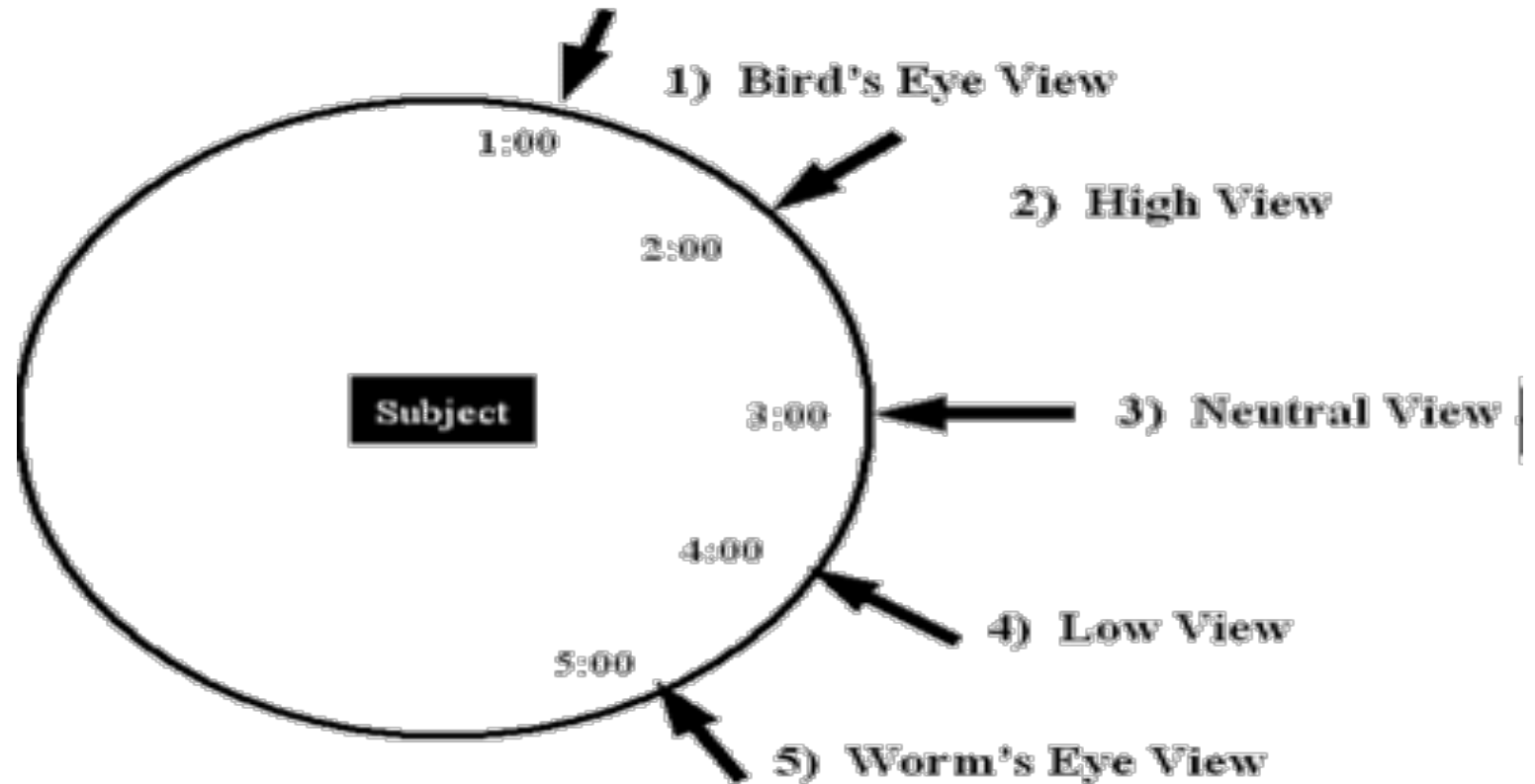




# Angles



- Most shots are at eye level (neutral level)
- High view and low view is used when you want to give the character less (high view) or more (low view) power





+

# Full shot



+

# Close up





# Additional materials



- Royalty free music, e.g. <http://incompetech.com/>
- Footage: <http://www.pond5.com> or <http://www.videvo.net/>
- Picture materials (e.g. shutterstock)
- End slide with date and logo (good to use the same one throughout NWP)



# Dissemination

- Why?
- Who? (Audience)
- When? (Newsworthiness)
- Tracking dissemination (Analytics)





# Dissemination

- YouTube channel
- Own website > place it in a larger context
- TheWaterChannel
- Social Media: Facebook, Twitter etc
- Screenings
- Linking to local TV media





# Examples of TWC prods



- **Indus, India and Pakistan...** (Interview- David Grey, Oxford University) <http://goo.gl/mJa2Gt>
- **Mekong...** (Multiple Interviews, One Topic) <http://goo.gl/7VylWh>
- **Fringe Benefits of Food Aid** (Short-&-easy video) <http://goo.gl/haeywh>
- **Waiting for a Tapstand** (Training Video) <http://goo.gl/s24CCR>
- **Aquaculture...** (Short documentary) <http://goo.gl/X0NxH2>



# More info & references



- How to make a movie: Nitin Das (kindle book – amazon)
- BBC Academy has many examples including: <http://www.bbc.co.uk/academy/journalism/skills/interviewing>

# Video

Video Presentations

Short Video Clips

**Interviews**







# Basics



- In general, ask open questions (5 W's: Who, What, When, Where, Why?)
- Use closed questions in specific situations e.g.
  - When you want detailed information
  - When you want to challenge the person
- Listening is very important. In normal conversations, we usually express our understanding with words (“yes”, “ahah”). While filming, use non-verbal communication (nodding head).



# Basics

- Take set-up shots
- Stand/sit as close to the camera as possible
- Framing: Two eyes and an ear





# Make people feel comfortable



- Cover the red recording light with tape, the light switching on tends to make people nervous
- Start with easy questions, about family and friends for example. This gives people the opportunity to get used to the setting and the camera
- Ask them to look at a specific point; you, the camera or an object /person behind you. This gives people something to look at, but make sure they don't stare.
- Ask people that are being interviewed to repeat your question.



# Tips



- Use different compositions. Change the way people are proportioned in the frame. If all your interviews are close-ups it is very boring to watch.
- Avoid overuse of zooming as it can be tiring to watch and doesn't look professional.
- Collect additional information
  - conferences: presentations, brochures
  - Fieldwork: shoot scenery



# Further reading

- <http://www.bbc.co.uk/academy/journalism/skills/interviewing>
- <https://www.youtube.com/watch?v=A9IA3ITPYPA>

