

## Tips & Tricks for Videomaking

Whether you are new to making videos or not, some of the tips & tricks below might be helpful to you. The most important tips are to **have fun, enjoy the process, and take your time**. Filming and editing can take up some time, so we recommend planning ahead to get better results.

The very first step is always to **come up with an idea and prepare a script**. Even if the videoclip is only about 2 minutes long, it will help you share your message, if you have very well outlined what you want to say. You do not need to write it out word by word, a complete list of bullet points will do the job. But it will for sure help you to not forget anything important.

Also, decide early on, whether you want to do a more explanatory video using animations, film outside or inside, or whether you want to present something in your video. Maybe you have an entirely different idea. A script for a videoclip is not different from a script for a play or the preparation for a presentation in class. Consider a few questions before you line it out and get started on filming:

- What is my **key message**?
- What is the **main argument**?
- Dialogue or presentation **style**?
- What **type of video** do I want to make? Presentation? Outside filming? Animation?

In this document, we want to share some tips & tricks with you that we find useful for creating engaging videos. They are divided into three main points, following the sequence of videomaking and participation in CIRAN's Video Contest: shooting videos, voice over, cutting videos, and, making your submission.

### Video Contest theme and key reminders

The topic for the CIRAN Video Contest is "**resource conflicts**", which can be understood as "**conflicts over natural resources**". Prepare an up-to-2-minutes video and let us know what you think about it. To get yourself started, you can think about the following questions:

- How do you think conflicts over resources can be minimised in the future while still satisfying the need for resources in our society as best as possible?
- Can you show us one example of how natural resources are part of your daily routine? (e.g., their presence in technology, at home...)
- How would a day be without these natural resources? Can your daily routine continue without these elements (above)?

## Technical recommendations

### Shooting Videos

- Make sure that your smartphone/ camera has a **stable, levelled, and secure stand** when filming from a **fixed spot**. If you have a **tripod**, you will find this very easy. Alternatively, you can stack books to provide a good stand.
- **Use a microphone**, if you have one. Check the **'Voice Over'** section below for more tips!
- If you or your friends/ family members appear in the video, choose unicoloured clothing. Avoid any noisy patterns like strips, big colourful prints, large brand icons, etc.
- **Decide** whether you want to film **vertically (most Reels/ Shorts/ TikTok) or horizontally (landscape e.g., YouTube) and keep it**. If you use your phone for filming, please ensure that the quality setting is set to the highest available option. You will receive larger files but better quality for your video.
- Just as in bigger movie productions, **take multiple clips** of the same scene. This way you can choose the one you like the best.
- If you film yourself or someone else talking directly to the camera e.g., sitting on a table or standing somewhere, position the person into the **centre of the frame**. Make sure that there is space above the head.
- If you or someone else is presenting something within the frame e.g., slides or outdoor sides, you can zoom in and out of an overview setting showing the entire scene and the details referred to. Position the person to either side of the frame but be aware to **not cut off the head**.
- Make sure to show details **long enough** for the audience to grasp on it.

### Voice Over

Generally spoken, if you decide to use voice overs, you **will have to use an editing program**. The advantage of using voice overs is, that you can take short clips wherever you want and do not have to care about the sound quality of your clip during filming.

Whether you record your voice in one go with the video or separately, remember to pace yourself while speaking but do not get too slow. It is like a giving a presentation in the classroom, if you speak too fast it is hard to follow what you are saying. But you also want to remain engaging and enthusiastic and avoid becoming too slow or boring.

- Create your **own mini studio** setting e.g., by throwing blankets or a chair or living room table. If you have access to a small walk-in wardrobe like you may find them from American movies or another room e.g., toilet, storage room, etc. it would be even better. Hang some couch blankets on the wall/ shelves to **improve the recording quality**. We all appreciate the acoustics of a concert hall but for recording voices this is a nightmare.
- Ideally, you can **stand while recording your voice**. If you choose to use the mini studio version lay flat on the ground. The volume of your voice improves if you can use the full volume of your chest and can speak freely.
- Again, if you have a **microphone** use it.
- Smartphones usually have **recording apps** preinstalled. Alternatively, you can also scan the internet for websites offering recording services e.g., vocaroo.com. The benefit here is that

you can send the recorded file directly to your email-account to use it on your editing device. However, be aware of the privacy settings of those websites.

- As with filming, **take as many voice recordings as needed** until you like the result. It may help, if you talk to someone instead of trying to record it all alone.

### Editing Videos

There are plenty of video editing tools and apps out there. Some are fully online, others are offline. Some offer only editing, others a mix of editing and animating. Some are free, others you need to purchase. But honestly, the **free editing tools are sufficient**.

Really simple editing can be done within Apps like TikTok, however once you start editing you may want to explore it more, therefore it might be useful to switch to an editing software.

- If you use **Apple** devices, you can use iMovie.
- If you use **Windows**, you can opt for ClipChamp Windows Video Maker
- Vimeo is also great for short video clips. Especially if it is your first editing experience.

If you are more interested in editing in animated style video, you can also check the following platforms. They offer **free-of-charge options** with time limits and potentially not all styles available but are great to produce short videoclips. Most of them also allow upload of video and sound material or support online recording.

- Canva.com
- Powtoon.com

This list is far from exhaustive, there are many more options available and perhaps your friends and family have other ideas!

### Submission

**Congratulation** you just shot a mini - movie! We hope you enjoyed and are excited to watch it! For submission, please go back to the CIRAN website and the video contest page (<https://ciranproject.eu/videocontest/>).

- Make sure you have the **Statement(s) of consent** at hand. One for every minor involved in the video project, signed by their parent or legal guardian. Please make sure that they are all merged into one document (upload as one in the Submission Form).
- Take some time to fill in the **Submission Form**, and
- **Upload** your video, the Statement(s) of consent, and the transcript in English (if you need it).
- Remember to **tick the “Consent box”** upon submission.

If you have any questions or technical issues during the submission process, please contact **Helena Robert i Campos**, coordinator from La Palma Research Centre (LPRC) at [helena.robert.campos@lapalmacentre.eu](mailto:helena.robert.campos@lapalmacentre.eu).



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