

The basic principles of video production

Jonas Nilaus Vilhelmsen and Henrik Bregnhøj Centre for Online and Blended Learning





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Time			
13:40 – 13:55	Short theory on filming and storytelling. Introduction to the script.		
13:55– 14:00	Manuscripts and Ipads are handed out. Groups of 2 (or 3). Read the script. Assign roles. Who films and who is in front of the camera?		
14:00- 14:25	Filming. Don't go too far away!		
14:25 – 14:40	Break and/or editing		
14:40 – 15:10	Editing.		
15:05 – 15:10	Some of the (more or less) finished films are shown on screen.		









Interactive videos





Instructional videos

Interviews (two-shot or one-shot)

Lectures



Slides with voice over (iSpring)



Promotion videos



"In the field" video diaries with stand up + speak ("the dramatic composition")



The steps of a video production

- Discuss the purpose of a film, the audience, platform, time frame. Why are you making a film? Would a text be better?
- Write a script (see the last slide)
- Consider writing an on-location script or story board
- Register your takes during filming
- Permissions for location, people, music and pictures. Consider a contract with participants.
- Import and edit your footage.
- Upload the film. Draw attention to it.
- Evaluate the film and the process.
- Repeat.



Recording techniques

- Hand-held or tripod? (Are you alone in the field?)
- Avoid zoom as this affects both stability and resolution.
- Film at eye level. Avoid too much "head space" (a large gap in the framing above the people you are filming)
- Long takes are easier to edit. It is better that you film too much than too little.
- Get different angles of the same scene. Repeat if possible.
- Remember wide shots and "cut-to's" (Eg the interviewer listening)
- The sound is the most important part of a video. Choose a location without noise if possible, and stand close to the mic.



Composition for interviews

The person is standing/sitting in one side of the picture, looking out at the interviewer.

Film at eye level. Do not look down on people!

The interviewer can avoid too much of a "sideways-shot" by sitting close to the camera.







Composition for a "stand up"

The presenter is in the middle - or in one side - of the picture, looking **directly** into the camera.





3 point lighting

Key / Main

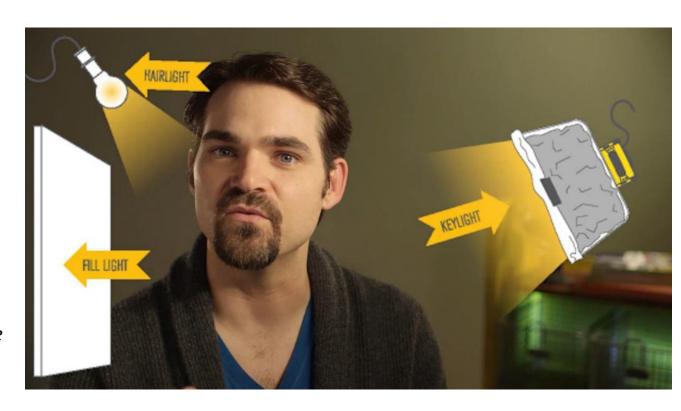
Key light fills out most of the face from a slight angle.

Fill

Fill light removes shades caused by the main light.

Back / hair

Back light provides depth and sets the person apart from the background. It most often comes from the opposite angle of the main light.





Tips and tricks

The person doing the interview should sit **between the main light and the camera**. In this way you film the "shady side" of the person's face, which creates both structure and depth.

Without a fill light you get a more dramatic effect:





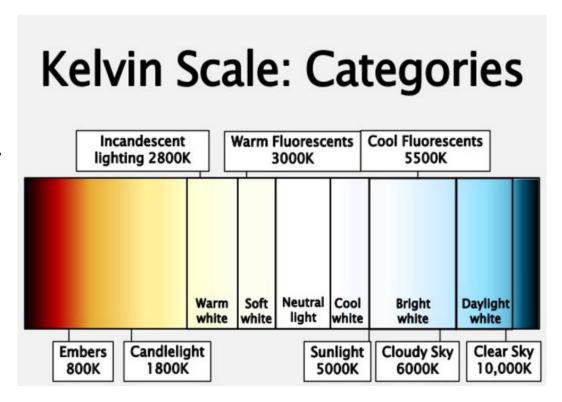
Light temperature

Be aware of the different light colours / temperatures. Try to have only one colour of light.

Natural light / sunlight is blue-ish or "cold"

Artificial / indoor light is yellow-ish or "warm".

Light is measured in Kelvin.
Indoor light is often as low as
2500 degrees.
Outdoor light is about 5500 degrees.
Production light is often 3400 degrees,
as well as camera presets.





Interview techniques

- Write your questions beforehand in the script.
- Brief your case about the questions you will be asking in advance.
- Write the ideal answers beneath each question and keep rephrasing your questions until you get the answer you want.
- Eg "There is no cure for the infection yet"
- Ask a lot of follow up questions "Why, how come, how, when" etc.
- Don't be afraid of silence. Often your case will keep talking if you give them time
- Don't interrupt



Framing examples

wide shot, mid shot, medium close up, close up, super close up





Pros of film

- Your message becomes sharper when you go through the script phase, revising what is important.
- Flipped classroom provides more time to interact with the students, since one-way communication is done from home.
- Less repitition.
- Visualization. Animations reveal the invisible. The ability to show details without the students crowding together. Show rare cases.
- Unlimited audience, especially when done in English.
- Can you add more?



Cons of film

- Less authentic than real life instructions / teaching.
- Most often one-way communication
- It is difficult to communicate complex themes in a short and precise manner.
- Things change and facts are outdated. Errors are difficult to correct once the recording is done.
- Not everyone is a tv star. Coming to terms with ones own limitations and vanity ©



Useful links

- Shooting video on your phone
- https://www.nytimes.com/2018/04/17/smarter-living/beginners-guide-phone-video.html
- A list of editing software for Mac and PC:

http://beebom.com/best-video-editing-software/

iMovie guide:

https://drive.google.com/file/d/0B5A0IxAIhzFldGFiUE9IRkxPREU/view?usp=sharing

Sound editing in iMovie:

https://support.apple.com/kb/PH14584?locale=en_US https://support.apple.com/kb/PH11993?locale=en_US&viewlocale=en_US

Free music for your projects:

http://ccmixter.org/

https://freemusicarchive.org

https://www.freesound.org/ (especially for sound effects)



A simple manuscript layout

Nr	Type of shot	Speak
1	STAND UP (The presenter is talking directly to the camera)	New technologies give you new opportunities - but also new challenges.
2	SPEAK + STOCK (generic video material) Video of conference activities such as: People talking to each other. People filming each other.	A conference is a great way to get a taste of the different opportunities within digital learning. And to meet fellow teachers, who all have their own reasons for attending.
3	Note: The person should be instructed to answer in full sentences, as the voice of the interviewer is not a part of the final film.	Questions: Why are you here? / What do you hope to get out of this conference? Possible answers: I am here to be inspired on how to better my teaching. I want to get better reviews from my student. I am interested in using quiz elements in my lectures.
4	STAND UP + TEXT on screen	You can get inspired on how to use technology in your teaching at obl.ku.dk.