Video Tips

MCOM 105

Video Basics – Equipment

- You don't need super fancy equipment, but you do need the following
  - Recording device -- either a camera (doesn't have to be DSLR) or a smartphone
  - Recording software
  - (Please, please, please get) <u>A tripod</u>, and/or something to prop your phone up on so that it's steady
  - Good lighting (flash on your phone plus lights)
    - It's a good idea to do this indoors, where lighting and sound can be controlled
    - Test out your equipment by shooting a couple of throwaway scenes

Video Basics – Software

- [Adobe Premier Pro](#) (free with your .edu email)
- (Optional) [Audacity](#) if you want to do voiceovers
  ◦ [Tutorial](#)
- YouTube account (you can use your .edu email)
  ◦ You'll need one to submit your assignment

Making a Story

- Plan out your story <u>before</u> shooting.
- Write out some talking points and go over them.
  - Online teleprompter
- Find a quiet, well-lit place to shoot
- No one wants to see you talk for two minutes, so add some other media (e.g., pictures).
  - Remember to source pictures if they aren't yours
- If you're going to add music, make sure it's royalty free and you credit it.
  - Jingle Punks
  - 10 other sites

Adobe Premiere Pro

- [Tutorial one](#) (the one that I used)
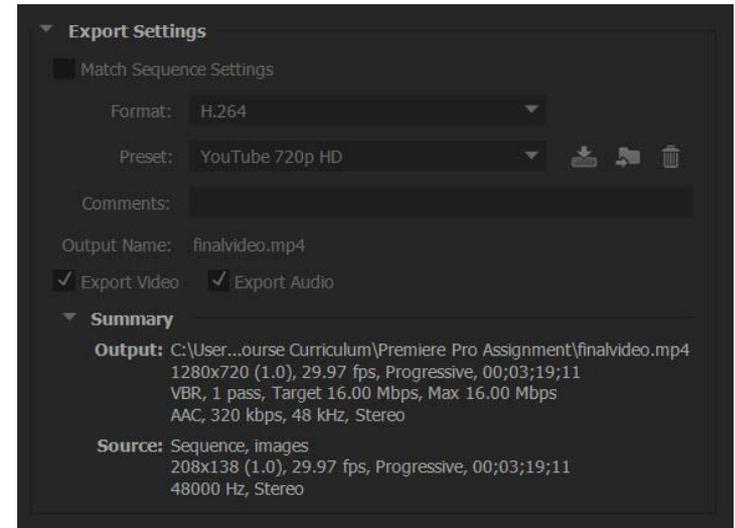- [Tutorial two](#) (longer, but more detailed)

Fun things with Premiere

- [Zooming in on pictures](#)
- [Rotating photos](#)
- [Fade transitions](#)
- [Adding titles](#)
- If your video clip is super zoomed in or super zoomed out, right click on the timeline and select "Scale to Frame Size"

Example

- My how-to video for my technology class (critiques welcome!)

Submitting Your Video

▶ If you're using Premiere, follow these steps to export your video to YouTube File>Export>Media>Export Settings

  ◦ Follow settings
  ◦ Change Output Name to something you'll remember
  ◦ Click Export

Source: Vinita Nelson

Submitting Your Video (cont.)

- Find the .mp4 file you just exported
- Go to YouTube
- Set up an account if you don't have one already
- Follow the upload instructions on YouTube
- Once it's uploaded and you have the link, TEST OUT THE LINK TO SEE IF IT WORKS

Submitting Your Video (cont.)

- Email the link in the body of your message to your professor

Contact

- lloyd.alaban@sjsu.edu
  - Put "MCOM 105" in the subject, otherwise I won't read it

Questions?

Source: Twitter