STGM
Sivil Toplum Geliştirme Merkez

# VIDEO SHOOT PLANNING & APPLICATION

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# EFFECTIVE EDUCATIONALVIDEOS PRODUCTION AND DISTRIBUTION GUIDE

# PRESENTATION

''Asking for someone who knows'' is the fastest and the most effective way of learning something new. Actually, this is simply a master-apprentice relationship. At a time when knowledge flows densely and swiftly, we don't have to get a diploma for everything we've learned. So when the situation is like that, we all are looking for answers to questions like '' how do you fix something that is broken?'' or ''how to use a newly released software or service?'', we wish someone had taken a video of it. And yes, we are right!

According to a recent TechSmith research, 53% of people watch two or more educational videos per week (a 152% increase compared to 2013).

- The number of people who prefer watching a video about the product while making a purchase decision is approximately about 4 times the number of people who want to read about the product... Because it is rapid. It is also more convincing because it is based on experience.
- Two out of three employees tend to complete tasks better and get information 7% faster when instructions are given visually... Good luck to the remaining ''one'' employee.
- The daily numbers of views of training and educational content on YouTube are more than one billion per day... It seems like it is the best time to upload a video.
- Online video course sites, such as Udemy, Lynda.com and Skillshare,

grow day by day with tens of millions of students... Because the only thing that matters is to bring the student and the teacher together even if it is not live.

If all these pluses aren't sufficient... Isn't it also a great advantage of video tutorials, that they provide easy and fast information sharing in extraordinary situations where we can't meet face-to-face, like the pandemic process we're in?

Okay, now, if you are persuaded, you are ready to shoot your educational video. So where will you start from? First, there are easily accessible video recording and editing technologies; so, don't worry about this part of the work. If you ask us, the main problem with the process is ''getting lost in detail'' and missing the fun of it. To avoid this, it would be better if you run through the stages before starting and design the process on paper.

In this guide; we have suggestions to lead you in determining the most optimum format for the target you aim to achieve with the video, making the most effective program for this content, determining the most compatible tools, and distributing your video through the most efficient channels. We hope that it will be useful for you because if it is useful for you, the horizons of thousands of people who will watch the video you will shoot will be broadened.

*Reference: https://www.techsmith.com/blog/instructional-videos/*
*Bu metinden yapılan alıntılardaki tüm çeviriler STGM'ye aittir.*

# TYPES OF EDUCATIONAL VIDEOS

## I. MICRO VIDEOS

Micro videos are short, educational videos that focus on teaching a single and narrow topic. They usually last less than a minute and address today's media consumers with very short attention times. So micro video equals macro attention.

*For example; https://youtu.be/prsuzs1Xmc0*

## II. TUTORIAL VIDEOS

Tutorial videos are videos that teach a process from the beginning to the end or that enable the audience to proceed step by step to the target and highlight their ''instructional'' features, by making the best of their names. They are usually 2-10 minutes long and they may involve more than one educational method.

Sometimes they are called ''how to'' videos. The best ones are carefully planned and have a professional touch. So if you are asking how to do these ''how to'' videos, keep on reading the guide.

*Example; https://youtu.be/BDliEq_0qeQ*

## III. TRAINING VIDEOS

Training videos are designed to improve an employee's workplace skills. Companies usually create online training videos that include interpersonal topics such as compliance and harassment education, or work-related topics such as equipment and software education. Training videos usually use the images of real individuals in order to provide a connection between the tutor and the learner. These can be interactive videos and are usually compatible with a larger educational course. For those who say somebody tells me about this topic.

*Example; https://youtu.be/J7ENEuqXDwY*

## IV. EXPLANATORY VIDEOS

Explanatory videos are short videos (usually less than two minutes) that explain a business concept or a product in a fun and visual way. They usually use basic animations to explain a larger topic, a product, or a service. Explanatory videos convert complex ideas, by simplifying them, into easily downloadable content. Oh that simplification... If we only ask the person who does it

*Example; https://youtu.be/-bknuFCQn4Y*

## V. PRESENTATION VIDEOS

Recording a presentation while making it allows the viewers to watch the same presentation later. It is perfect for those who want to rewatch and grasp the content or who are unable to attend to face to face event. This can be as simple as recording just the audio for a presentation or advanced like recording Powerpoint dot slides, a webcam, or a separate microphone at the same time.

Course and presentation shoot tend to be longer than a training video and it involves the length of the entire course or presentation. And this means that viewers that want to get full yield from them should devote much more time and attention at a high level.

*Example; https://youtu.be/URbLKYuuyEY*

## VI. CREEN SHARING VIDEOS

Screen sharing tends to be rapid and informal and is usually towards smaller viewers than educational videos. These videos are digital video shares of your computer screen and usually contain audio narration. We can call these "see what I am doing and do the same" videos.

They are live or recorded screen recordings where an instructor, a colleague, or a manager can quickly create screen video shares to respond to a question quickly or clarify a problematic concept. Screen video shares that are usually considered as "single-use only" videos can be made quickly with a lower production value and for a specific purpose-usually with a short lifetime-. "Let me show you right away on my screen; click on that menu, choose this, and look what happened…"

*Example; https://youtu.be/A2OLQNSIJgU*

*Reference: https://www.techsmith.com/blog/instructional-videos/*

## RESULT

As you can see educational videos are mentioned with diverse names, yet despite their diversity, they have the same goal… To be educational. None of you would like to shoot boring videos for sure, however, it is primary that your viewers should understand and learn what you teach. In other words, not to be boring, you shouldn't also proceed with the taste of anecdotes or jokes. These videos can't achieve their goals with their stand-up dynamics. Taking the information out without "carrying it extremes" and presenting it depends on your good preparation. To do this, let's examine the parts of the video production process in more detail without making you bored.

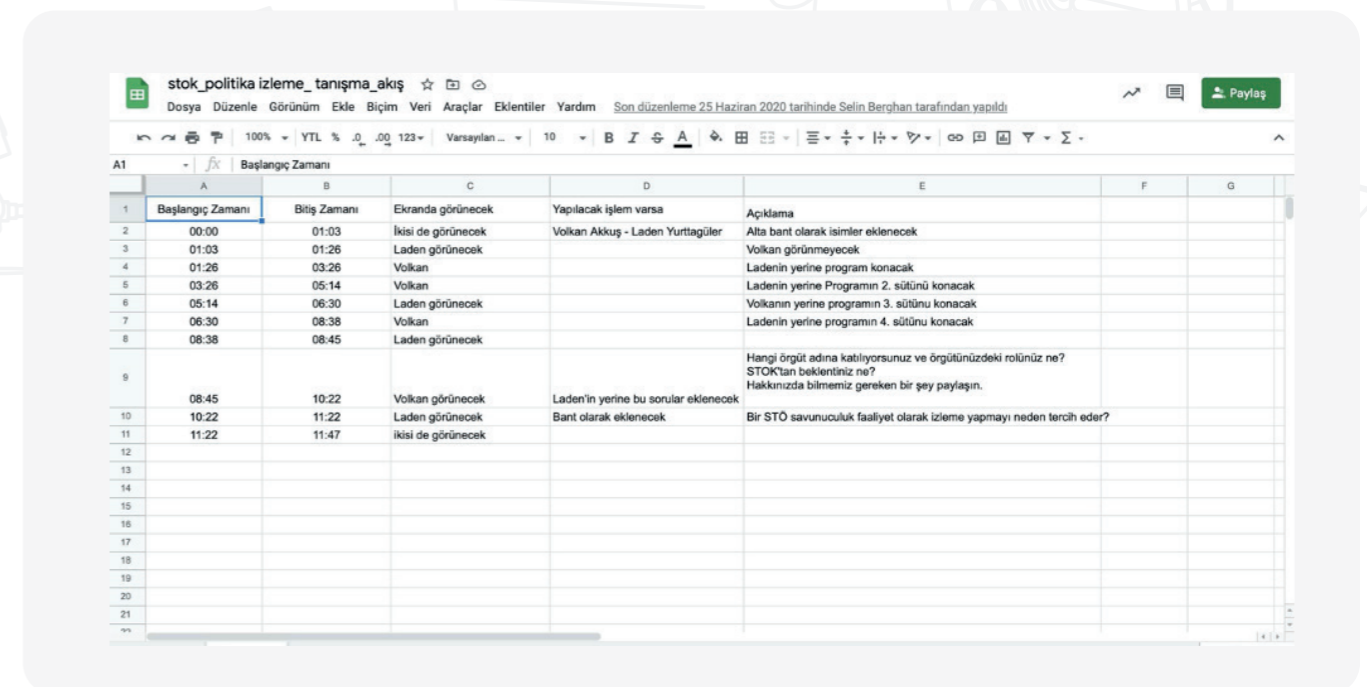# VIDEO SHOOT PLANNING AND APPLICATION

## I -PLANNING

The plan you make before the video production process determines the production process and the quality of the content. So then, let's start with two important questions that you must ask yourself…

- What is your topic?
- Who is your target?

After you determined these two titles, it becomes easier for you to choose which type of educational video you will use. With a diagram flow, you will draw by predicting the time you have according to the structure provided by the type, you will also extract your shoot plan. The template you have prepared to accomplish this flow,

is pretty handful for both sides to meet on the same ground.

*Example;*

## II - VIDEO SHOOT AND ITS TECHNIQUES

The purpose of video shoot techniques is to enable you to create a narrative using audio-visual language. As in every language, this language also has grammar, that is, rules and conventions. Your priority should be to design how you can use this language for your purpose by learning and understanding these rules and conventions. You can start doing exercises right away by using the smartphone in your hand and see the effects of angles, frames, and camera movements by trying. When your understanding of the rules is well settled, you can step outside of them for effective results.

## Frame and Composition

The camera is an image selection and recording tool. How your topic is positioned within the frame leads the viewer's perception of the subject. The closeness of the character to the camera, being on the right or on the left, appearing from above or below leave different effects on the viewer. The job of positioning the story elements in line with the perspective you have determined to convey your subject during shooting is defined as framing or composition.

## Basic Plans and Scales

Basic plans and scales provide multiple options about image richness. Let's examine together what you can use while preparing educational videos.

### Long Shot Plan:

It is a scale in which you can completely compose the person you are talking to and transfer the environment with them. You should also consider what is in the background and set up your frame accordingly.

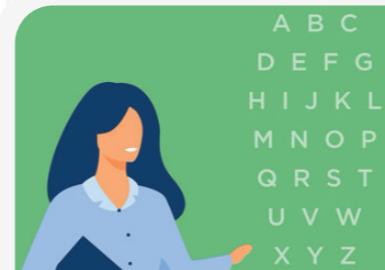In this shot, the character's facial expressions and gestures will not be too obvious.

### Medium Long Shot Plan

The plan where the character's top of the knee (cut slightly below or slightly above) is in the frame.

### Medium Shot Plan:

The above of the character's waist appears. It is ideal for simultaneous interviews with two people (father-son, spouses). Such a framework will be also useful if the interviewee expresses himself by using his hands and arms a lot.
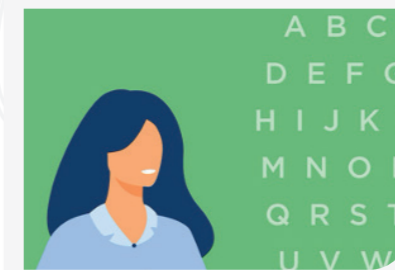
### Close Plan:

The frame starts from the character's shoulder. Its effect is slightly higher than the medium close shot plan.

### Medium Close Shot Plan:

The frame starts at the character's chest. Facial expressions and gestures are clearly transferred

### Extreme Close Up Plan:

The character's neck and head cover the framekaplar.

## Rule of Thirds

One of the most important conventions of photos and video (transferred from pictures and photos) are the rule of thirds. It expresses the equilibrium that the human eye seeks in the frame. Think of two vertical and horizontal lines that divide the frame into three equal lengths and widths. In some cameras, you can see this template directly on the screen by opening it from the settings. If you place your topic at the points that correspond to the thirds of the frame where these lines intersect, you will notice that you perceive the composition balanced (that it looks better to the eye). You can see the use of this rule for an interview frame in the example below. There will be room for the images you want to be added in post-production for your educational video.

As you can see, there is also a calculation of this job, but fortunately, there are not many unknowns in the equation. Well, we prepared this guide to explain to you all the unknowns.

If you are shooting a standing educational video, the medium shot plan, the medium-long shot plan, and the medium close shot plan will be ideal for you. If you are preparing while sitting down, your options are the medium close shot plan, the close-up plan, and the extreme close-up plan. If you are shooting yourself with a computer or a mobile phone you put on a desk, be careful not to stay too low on your camera level).
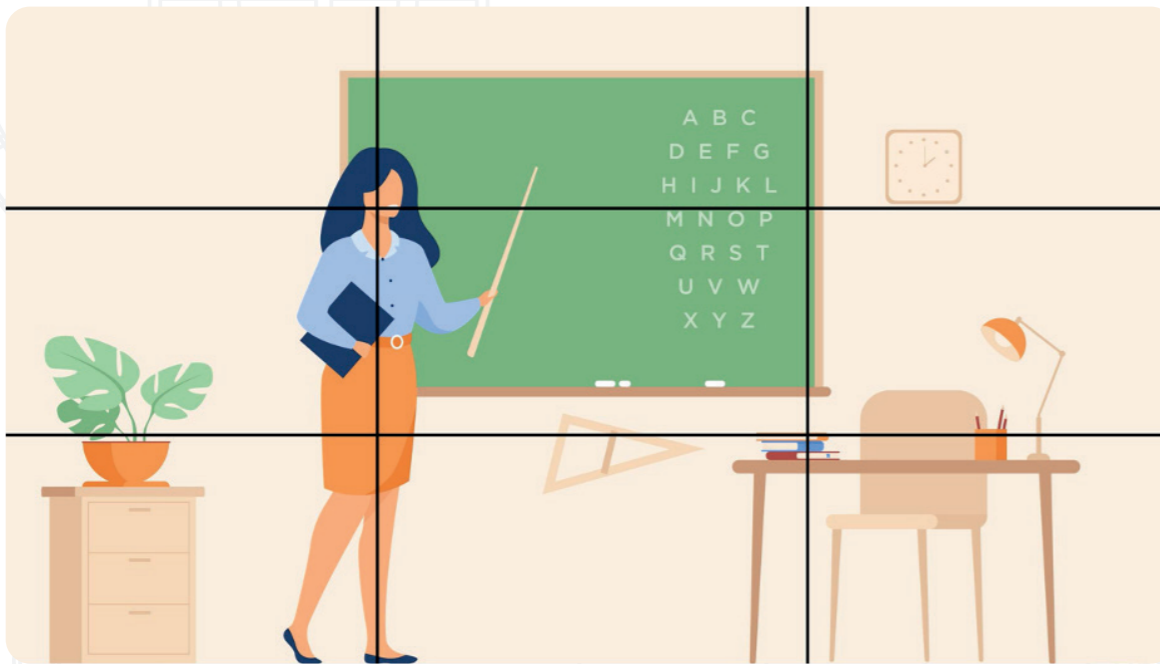


## Camera Settings

*Clarity:* Phones and cameras can automatically adjust the clarity settings. There is even now an autofocus feature that can track objects even if the distance to the camera changes. So now even the cameras follow us, but fortunately, it is for our sake. On the other hand, these techniques can cause problems in low light, fast-moving objects, and other conditions that are not ideal. In such cases, it would be healthier to adjust the manual clarity setting. Does it also seem to you that it is easy to adjust the clarity of the image, yet the most important thing is that the content is clear and easy to understand?

*White Balance:* It allows the camera to record the colors consistent with the colors we perceive with our eyes according to the source of light. Although the automatic settings are mostly enough, making this adjustment manually will allow you to get more effective results, especially on cloudy days and in environments with different variable light sources. While saying automatic is nice, you have the most fun part of the job again.

*Exposure: It* indicates how long each shot is exposed (how much it was exposed to the light passing through the lens). While using the cameras of phone and computer, you can benefit from general exposure functions without

separation adjusting the shutter speed, aperture, and ISO values. If you are shooting in front of a soft light and a background (such as a medium-tone wall) that neither reflects much of the light nor that swallows it, the camera that you are using will adjust the exposure that is proper for you.

*Resolution:* Today, new smartphones and cameras can record at a resolution of 3840 x 2160 pixels known as UHD. It is advantageous to record in the highest resolution possible if working with large files is not forcible for storage and later editing. But HD 1920 x 1080 pixel images which are today's standard are also sufficient for your digital displays. Trust technology but don't believe that technology is beyond your instincts.

## Use of Light

If you don't have a professional light set, the most compatible thing you could do is to get in front of a wall with a single type of texture, with a non-variable, soft light source in front of you. It is also beneficial that the light source emits a light that is not too hot or too cold. (For example, you can prefer light bulbs that heat up sunlights)

## Sound

he importance of sound is almost half for the video. The quality and traceability of your educational video depend on the recording quality of sound as well as the image. With the right equipment and microphone positioning, you can record audio of good quality. Good sound is defined as sound that is uncompressed, has a good signal sampling rate and bit depth, and has a wide gap in the range of -20-12 decibels. If you understand that definition, we have nothing to say, but if you say that you don't understand, the simple thing you should do is... It will be beneficial for you to achieve this optimum range if the computer or phone you use for recording is not too far away and the room in which you are in is not a sound-reflective structure. In fact, if you have an extra microphone, you can get a clean result by connecting it.

## Clothing

Even though the cameras on phones and computers record with codecs that are very efficient and adequate, it is good to avoid multi-striped and bright fabrics to prevent some age-specific problems due to the compression methods of these codecs. Did you ever think that one day we'd be able to interfere with your clothes?

## Before Video Shoot

- Make sure that your camera is stabilized and looking at you at face level.
- Control that your camera's battery is fully charged. Charge your backup batteries, if any.
- Make sure that you have sufficient storage space.
- Make sure that your camera's lens is clean.
- If you broadcast live, check the internet connection of your mobile devices.
- If you are recording offline with your phone, put your phone in airplane mode so that your video is not divided by calls and messages from outside.

## During the Shoot:

- First, get a trial record and make sure everything is going well. So your effort will not be wasted and you will not have to start over again.
- After you started recording, be careful to talk by looking at the camera, and not to take your eyes off the camera unless you need to. You can think of this as ''not running from the ball'' whilst playing ball.
- Stick to the flow chart you have prepared and tell the titles in a clear and fluent way without the need to cut too much into them.
- Mark the place you stop if you are recording yourself. In this way, you can sustain the consistency of the composition you created between shots.

If you want to use a checklist you can run through while starting the shoot;

- BATTERY
- STORAGE
- LENS CLEANING
- CLARITY
- BALANCE OF WHITE
- VALUE OF EXPOSURE
- RESOLUTION CONTROL
- SOUND-CHECK

## Screen Recording:

If the educational video that you will produce requires a screen recording, you can create these recordings with easily accessible applications. Quicktime Player is one of the simplest and fastest ones if you want to take a rapid and easy screen recording without drowning in menus and settings. If you are looking for an interface where more detailed settings can be done, you can reach high resolution with Open Broadcaster Software..

*Reference*

*1- https://www.techsmith.com/blog/instructional-videos/*

*2-BSB Sinema Eseri Sahipleri Meslek Birliği'nn yayınladığı STGM'nin Birlikte alt hibe programında kullandığı, Etkili Video Üretim ve Dağıtım Rehberi (İstanbul: STGM, 2017) Sayfalar; 21-26, 32-33*

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