

# HOW TO MAKE A VIDEO

*A few tips for videomakers-to-be*

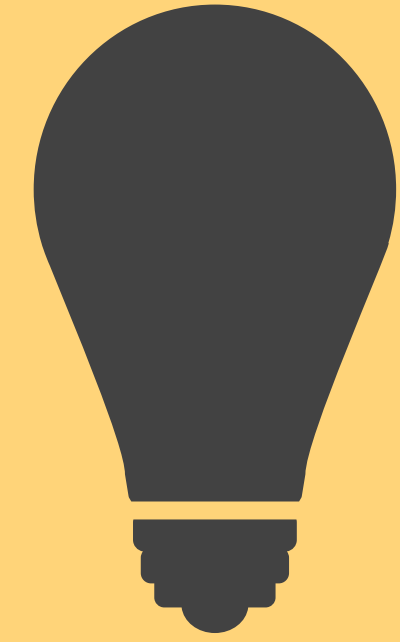
# ORGANIZE YOUR WORK



## *Before Shooting:*

- ✓ Do not improvise! Set up your work schedule, so to always follow a neat work plan.
- ✓ Pick and prepare the right tech equipment, materials and props for each scene.
- ✓ Get the post-production phases ready: editing, music sync and sound effects, soundtrack composition, color and background noises correction.
- ✓ Test and rehearse: before you start filming, make sure to test all your equipment, rehearse your scenes and check if everything is in place.

# ORGANIZE YOUR IDEAS



## *What*

- Figure out what you want to narrate and to communicate and focus on that: the story and its message must be at the center of your work.
- Identify the key points of your message and tell them clearly, with simple words.

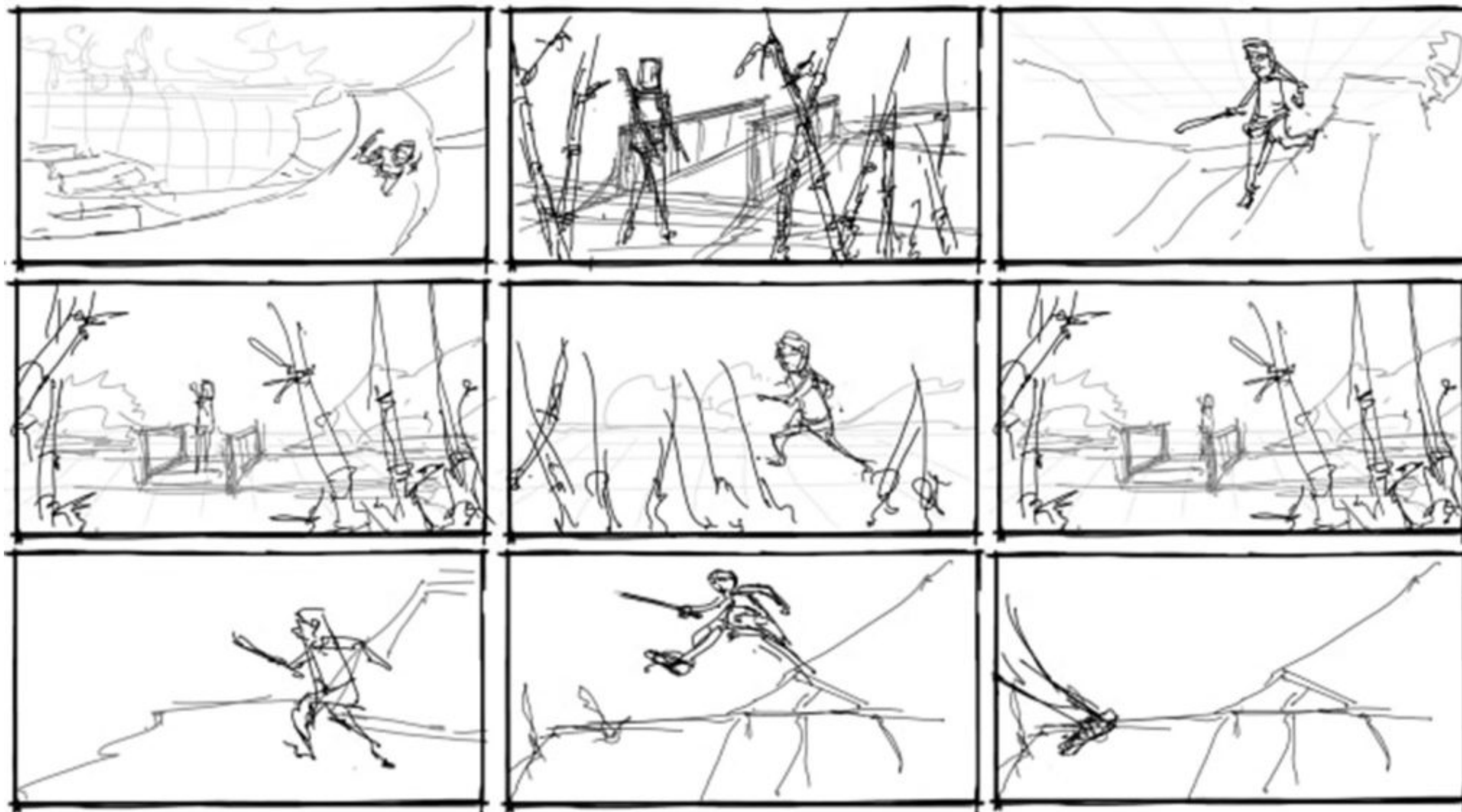
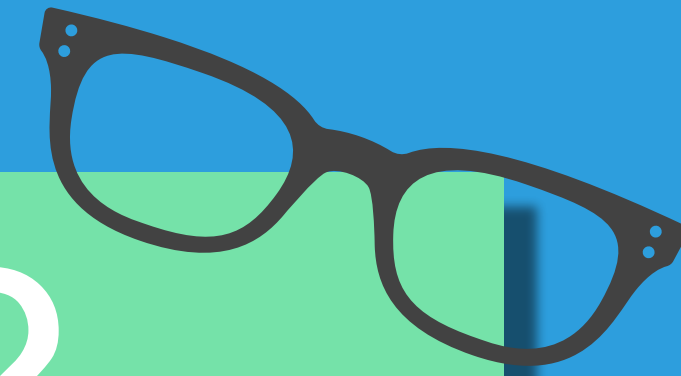
## *Who*

- Ask yourself: Who is your audience? What are the tastes of the people you want to reach? How old are they? Where do they live? Why would they be interested in what you want to show them?
- A good goal might be to move and engage the audience.

## *How*

- Once your goals are set, start to identify temporal passages, dynamics, actions, changes of scene and turn them into storyboard highlighting.
- Having a structure and a storyboard allows you to shoot in a more efficient way.

# What's a storyboard?



The storyboard is a series of illustrations representing each scene of a video.

It can be handmade and it helps establishing the frames and the work plan in order to pre-visualize the final result.



# ORGANIZE THE SHOOTINGS

## *Length*

- The length of the video must be evaluated also according to such factors as the attention span of the target audience and the distribution platform.
- Try to be as concise as possible and design a video that constantly grabs (and never lose) the audience attention.

## *Locations*

- Identify where you want to shoot.
- Make inspections of the chosen location and take note of the lighting situations: if you do so, you'll be able to choose at what time of the day to shoot.
- Whether it is a private or public space, ask for permission to shoot there.



# ORGANIZE THE SHOOTINGS

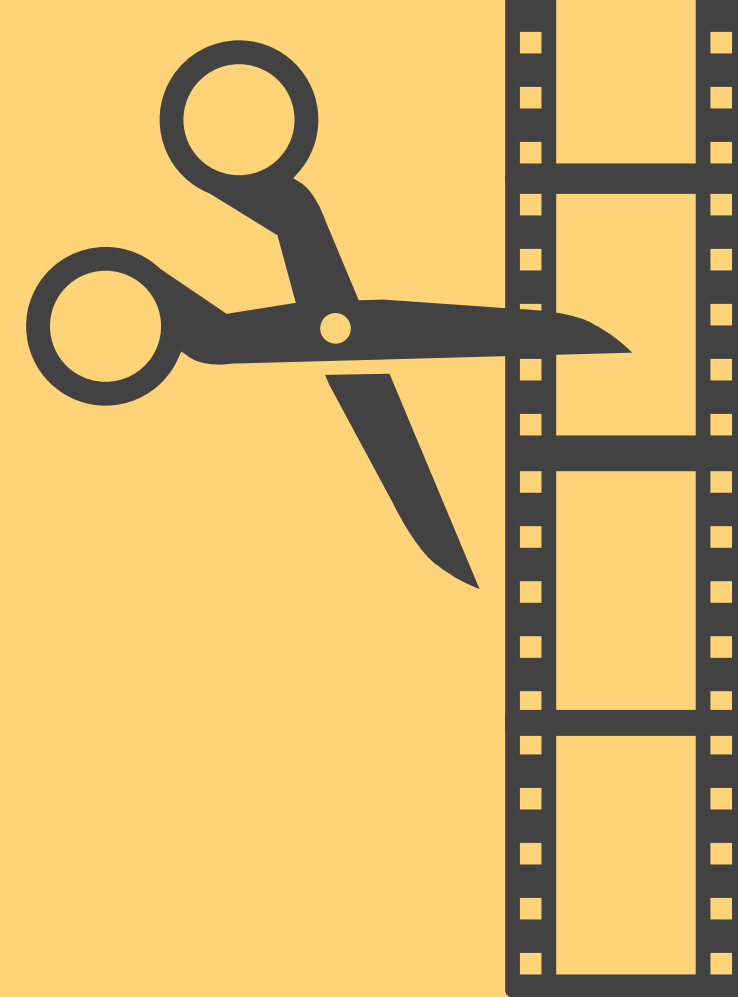
## *Lighting*

- You can shoot outdoors with sunlight, or indoors with natural light from a window (better if filtered by a curtain).
- Try to avoid artificial lights if you are not experienced enough, as they may cause unpleasant effects. However, if you do, it's better to place them above or behind the camera.

## *Audio & Sound*

- Make sure to record with a good microphone. Music gives images a boosted emotional charge, so pick the soundtrack carefully according to what feelings you want to convey.
- Attention: you can't use music protected by copyright if you don't have the proper authorization. Soundcloud is good to find free music.

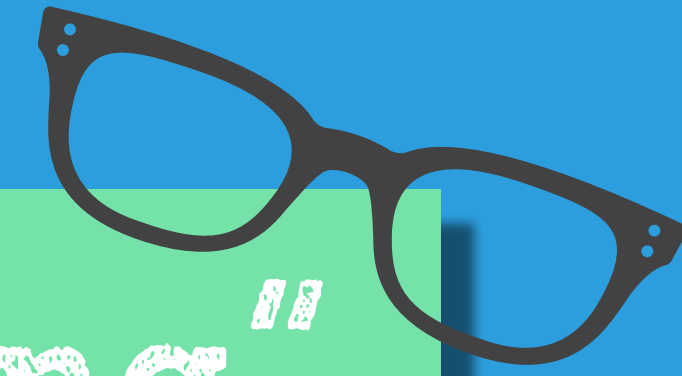
# ORGANIZE EDITING



Editing is crucial! You can proceed in two steps:

1. Preliminary Editing is what connects the initial idea to the actual structure of the video. This first edit allows you to refine the structure of the video, then you will be able to easily move on to focus on the details.
2. In the Final Editing phase, you will take care of every aspect, finalizing almost the entire video content. You will also work on the effects, graphics and any other type of tool required for the type of video you are making.

# The Importance of "packaging"



- Once your video is ready, do not forget to give it a catching title - something simple and straightforward, but that also conveys the message of the story.
- Also remember that a video must appeal the viewers, before it can be viewed. That is why you need to "package" it in an eye-catching way, so that people who come across your content will get curious and willing to click on it.





# FILMING WITH A CELL PHONE

*A few tips:*



- ✓ Orientation: hold your phone horizontally, as if it was a real camera.
- ✓ Lens: if possible, use the main camera (not the selfie camera). Test it out!
- ✓ Microphone: If you shoot with your phone, it's better to use an external mic.
- ✓ Stability: you can use a stand to hold your phone steady.
- ✓ Lights: daylight is ideal; be careful not to be in the shade or backlight (i.e. with light sources behind your scene).
- ✓ Recording time: wait a few seconds before speaking and before closing the shot, this gives you room to make editing cuts.

# HOW TO TALK ABOUT SUSTAINABILITY



The topic of sustainability is complex and multifaceted. In order to tell stories about this theme, it is important to know and deepen it:

- Make sure you refer to reliable and accurate sources.
- If you want to use statistical data, turn to institutional and trusted sources that you may want to mention in your credits.
- Get acquainted with the Sustainable Development Goals (SDGs) set up in 2015 by the United Nations General Assembly (UN-GA) and intended to be achieved by the year 2030.
- Get familiar with the Climate Action of the European Commission.

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