Camtasia Software
+
More on videos
Video

What do you use video for?
How do you use it?
What would you like to use it for?
What more would you like to know?
Video was only this....
Now video is everywhere
Videos are an effective way to share information across a wide range of stakeholders. We, MetaMeta, have over the years learnt that...

Videos are a powerful way to capture information visually.

Videos are an effective way to share information across a wide range of stakeholders.

Videos can be used as a tool for alliance building.
Video

Video Presentations
Short Video Clips
Interviews
Video

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Examples
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Short Video Clips

Basics of Video
Basic preparations

• You don’t need to be an expert in filming, but with simple preparations you can avoid shooting “home videos’
• Visualize the story in your head (developing a story board would be best)

• What story would you like to tell?
• Who will be the main audience?
Shots - basics

- What’s the story you want to tell? Is the background important to your story? (conference vs fieldwork)
- Be aware of what is visible in the background. (for example a wilted plant is distracting and might even cause a sad feeling.)
- Variety: Try to shoot 3-4 different shots of every object/movement. Different in terms of size (long/medium/close) or different angles
Shots – Super Basics

• Keeping the frame still: Makes a huge difference
• Record a shot for at least 10 seconds. In the edit, use it for at least 5 seconds.
Shots

• Head room: as little as possible
• Leading room: leave room for this
Rule of thirds

• Fact: when a picture is divided in 3 horizontal and vertical equal parts, the points where the lines meet get most attention

- When you place a single item (e.g. a ball) in the frame, use one of those 4 points. When it concerns a larger object (e.g. a person), use the lines
Angles

• Most shots are at eye level (neutral level)
• High view and low view is used when you want to give the character less (high view) or more (low view) power
Full shot
Close up
Additional materials

• Royalty free music, e.g. http://incompetech.com/
• Footage: http://www.pond5.com or http://www.videvo.net/
• Picture materials (e.g. shutterstock)
• End slide with date and logo (good to use the same one throughout NWP)
Dissemination

- Why?
- Who? (Audience)
- When? (Newsworthiness)
- Tracking dissemination (Analytics)
Dissemination

• YouTube channel
• Own website > place it in a larger context
• TheWaterChannel
• Social Media: Facebook, Twitter etc
• Screenings
• Linking to local TV media
Examples of TWC prods

- **Indus, India and Pakistan...** (Interview- David Grey, Oxford University) [http://goo.gl/mJa2Gt](http://goo.gl/mJa2Gt)
- **Mekong...** (Multiple Interviews, One Topic) [http://goo.gl/7VylWh](http://goo.gl/7VylWh)
- **Fringe Benefits of Food Aid** (Short-&-easy video) [http://goo.gl/haeywh](http://goo.gl/haeywh)
- **Waiting for a Tapstand** (Training Video) [http://goo.gl/s24CCR](http://goo.gl/s24CCR)
- **Aquaculture...** (Short documentary) [http://goo.gl/X0NxH2](http://goo.gl/X0NxH2)
More info & references

• How to make a movie: Nitin Das (kindle book – amazon)
• BBC Academy has many examples including: http://www.bbc.co.uk/academy/journalism/skills/interviewing
Video Presentations
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Interviews
Basics

• In general, ask open questions (5 W’s: Who, What, When, Where, Why?)

• Use closed questions in specific situations e.g.
  • When you want detailed information
  • When you want to challenge the person

• Listening is very important. In normal conversations, we usually express our understanding with words (“yes”, “ahah”). While filming, use non-verbal communication (nodding head).
Basics

• Take set-up shots
• Stand/sit as close to the camera as possible
• Framing: Two eyes and an ear
Make people feel comfortable

• Cover the red recording light with tape, the light switching on tends to make people nervous

• Start with easy questions, about family and friends for example. This gives people the opportunity to get used to the setting and the camera

• Ask them to look at a specific point; you, the camera or an object/person behind you. This gives people something to look at, but make sure they don’t stare.

• Ask people that are being interviewed to repeat your question.
Tips

• Use different compositions. Change the way people are proportioned in the frame. If all your interviews are close-ups it is very boring to watch.

• Avoid overuse of zooming as it can be tiring to watch and doesn’t look professional.

• Collect additional information
  • conferences: presentations, brochures
  • Fieldwork: shoot scenery
Further reading

- http://www.bbc.co.uk/academy/journalism/skills/interviewing
- https://www.youtube.com/watch?v=A9IA3ITPYPA