

● TUTOS PROS ●

HOW TO MAKE VIDEOS

From its realisation to its
production, to promote your
business

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PAS-DE-CALAIS
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The basics

Why is video the most effective format on the internet?



99% of the information that reaches the brain is visual



Some numbers to start with

- ☒ On average, for a web article:
 - Only 20% of people read its content,
 - 80% watch the video,
 - 65% watch more than 3/4 of the video.
- ☒ 82% of internet traffic is related to watching online videos in 2021.
- ☒ If the length of the video is less than 1 minute, 80% of people will play the entire video.
- ☒ Every minute, 400h of videos are published on YouTube.

Choose the right accessories

The essential accessory: the memory card. Classes 9 and 10 are preferred.

For the light, provide an adjustable and foldable Softbox kit, which softens the light, letting faces appear more clearly, there will be fewer shadows, and the image will be clearer.

For the tripod, it helps to choose one that has a fluid ball head.

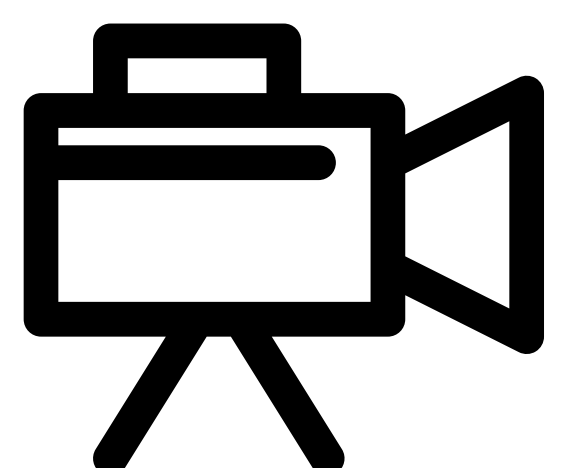
The Steady Cam, on the other hand, allows you to stabilize the image while moving. In the same register, the shoulder support is also very practical.

As for the sound, provide an external sound recording with a real microphone, lapel microphone, or an external recorder. For outdoor sound recording, provide a windscreen, which will reduce the effects of the wind.

Always useful: the little notebook, an external hard drive, and an extra battery!

Choose your device

To make good quality videos, it is better to choose a DSLR, rather than a compact camera, which offers a less good depth of field.



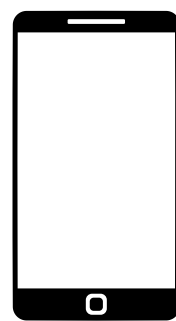
Les basics

The process of creating a video is first the writing, then comes the shooting. The longest part is the assembly.

Smartphone vs Caméra

Advantages of the smartphone:

- Easy to carry
- Good quality when good light
- Good screen size

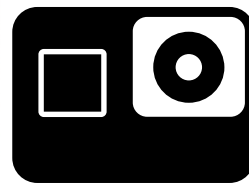


Weaknesses of the smartphone:

- Limited memory
- Low autonomy
- Bad in low light
- Fragile

Advantages of the GoPro:

- Easy to carry
- Good quality when good light
- Storage space
- Solid, waterproof
- External microphone input

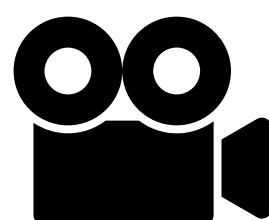


Weaknesses of the GoPro:

- Small screen size
- Low battery life
- Bad when low light

Camera Advantages:

- Good image quality
- Focus
- Interchangeable lens
- External microphone input



Camera Weaknesses:

- Bigger and heavier
- Less easy to transport

The sensibility

Sensitivity is measured in ISO. It is the ability of the sensor to register light. If the sensitivity is low, little light is recorded. If the sensitivity is high, more light will be recorded.

The focus

Focus determines which part of the image will be in focus.

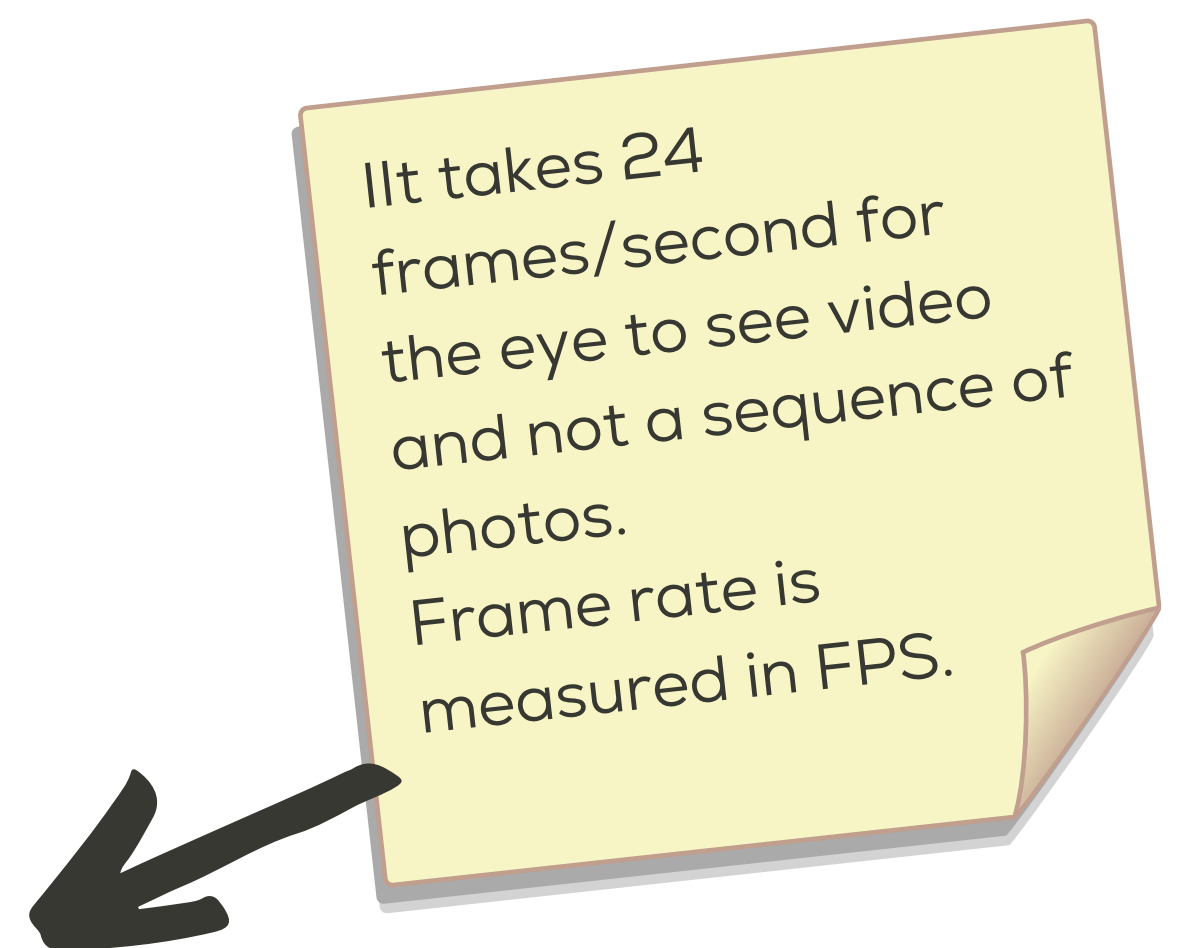
The white balance

White balance determines the color mood of the image.

The quality

- Full HD definition: 1920x1080 in 16/9 format
- HD definition: 1280x720 in 16/9 format
- SD definition: 640x480 in 4/3 format
- Ultra HD definition: 3840x2160 in 16/9 format
- 4K definition: 4096x2160 in 16/9 format
- Ultra-wild 4K definition: 5120x2160 in 21/9 format (cinema)

For a slow motion of 50%, it is necessary to film 50 frames per second at least.



Video formats

.avi: good quality video quality, created by Windows. Heavy files.

.mov: lightweight, format that does not always offer good image quality, created by Apple.

.mp4: used to stream videos over the internet, playable on most devices. This is the preferred format.

The shooting

Each effect, camera movement must have a meaning. These choices will have an impact on the viewer's perception. It is therefore necessary to frame, to compose the image.

Placing the camera in a fixed position gives the film a longer, more serious effect and creates a distance between the viewer and the character. To be used in moderation if you do not want a boring result.

The panoramic plan presents a character or a situation. The device must be placed on a tripod without moving.

Placed on rails, the camera films a dynamic sequence, and makes it possible to bring a subject into the action or to make it disappear. Same thing for the movement on a crane.

When worn, the camera follows the action of the scene. This process is used for action sequences and proximity sequences.

The PointView technique makes it possible to identify with the character, the camera films what the subject sees.

What if there are no accessories?

To film freehand with a camera, you will have to hold the camera close to your body, put your left hand under the lens, and stick your elbows against your chest.

With a smartphone, film horizontally with both hands, do not zoom, use a neck strap, film in slow motion. It is recommended to do the same takes three times.



The different layouts

- very close up
- Big plan
- Chest close-up - interview
- Waist close-up - interview
- American-Italian plan
- Medium plan - explanations
- Half set plan
- Overall plan
- General plan - landscapes

Viewing angles

- Diving - character in inferiority
- Low Angle - Dominant Character
- Field against field - filming dialogues

Script your story

Nothing is improvised in a film, everything must be planned in advance. The message to convey is the starting point for writing the screenplay. It is necessary to determine its target in advance.

The story goes like this:

- the hook - to captivate
- the peak - reached in 2 or 3 episodes
- the fall - responds to the plot

The characters must be recognizable, and their role must be explicit.

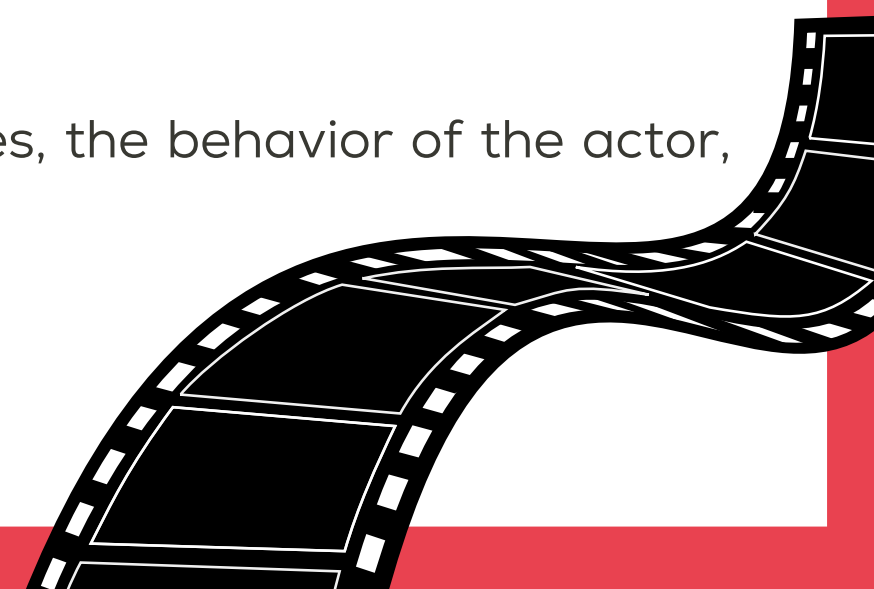


A little vocabulary

Synopsis: a few lines that summarize the concept of the video. Introduces the main characters, no dialogues, written in present tense.

Scenario: description of what the viewer is going to watch. Description of the places, the behavior of the actor, details the actions.

Storyboard: comic book style that offers shot-by-shot description.

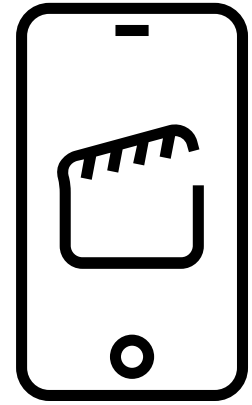


Last step: assembly

To make an excellent montage, there is no need to abuse special effects. Transition effects are to be avoided, the structure must remain consistent. Use royalty-free music, and give it a catchy title.

The different stages of assembly:

- Logging - we look at all the shots and see if they are usable or not.
- Pre-editing - the usable sequences are put end to end.
- The final cut - each sequence is repeated



Free software:

- On MAC: iMovie, Shortcut
- On PC: Openshot

Upload your video

Of all the social networks available, which are the most interesting for streaming videos?
Zoom on:



YouTube

- Subscribers
- Maintaining a level of views
- Notifications
- Recommendations



Facebook

- Disparate views
- More visibility

To encourage sharing, it is important to create stories that arouse emotion.

It is also necessary to optimize the titles and descriptions of the videos, based on the popular searches of Internet users, in order to succeed in taking advantage of the events of popular culture.

Having a trademark is very important, it's what will hook the viewer.

Interactivity is very important, it allows subscribers to share the video with the creator, who will include their questions, ask for their opinion...

A few tips for success every time:

- The viewer is not in the head of the director, it is important to clearly explain
- Mark start and end of video
- Think through plans and transitions in advance
- Idling if there is a lack of stabilization

To go further...

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Tourisme's pro website

