

## Faculty of Natural Sciences Schools Science Competition

### Film Making and Editing Guide

Without being an expert in video production, it's easy to make a short film to convey information about your project/product/service with today's powerful smartphones and an extensive range of editing tools.

First of all ensure you have a script which guides you in clearly describing who you are, what you're making and why the audience should be excited/want to get involved (Post-it notes are a good way to start!). Consider the following:

**The message:** Why are you making the film? What is the message you are trying to convey? Why should people be interested in your project, product or service?

**The audience:** Who will be watching the film (target audience)? Put yourself in their shoes.

**The format:** Will the film be screened at a venue? Will it be uploaded to YouTube or other online platform?

#### Equipment

**Camera** – This is the most important piece of equipment. It could be a webcam (most laptops now have a built-in webcam), smartphone, camcorder, DSLR (Digital Single Lens Reflex) camera, Flip camera etc.

**Tripod** - Videos will turn out much better with a steady shot. If you are filming with a webcam (mounted on a laptop or built into the laptop display), this is not so much of an issue.

**Microphone** – Built-in microphones work best for close range filming in quiet environments. It may be necessary to use an external lavalier microphone (lapel clip-on type) if you are filming in busy outdoor settings

It's worth shooting some test footage in the location you'll be using to ensure that your equipment captures clear video and audio (Remember to set your smartphone to flight mode before filming to avoid notifications interrupting!)

#### Lighting, the environment and filming

Don't film into lights, into a window, or against blinds. Ensure that any bright lights are positioned onto the subject, not behind them, and ask your subject to wear a solid colour (preferably not white or pink and definitely no stripes!).

Make sure the background isn't distracting, but not too boring either. Regular office supplies, artwork, people walking by, etc. are okay. Ensure your subject doesn't 'fade' into the background.

If your subject requires a "prompter" or notes, put bullet points only — not verbatim text — on a poster or piece of paper (watch out for rustling) and hold it at eye level next to the camera. (That's where the tripod comes in handy so you're not holding the camera and the notes). Ask the subject to speak loudly and clearly (especially in areas with background noise).



Avoid excessive panning and zooming in and out while filming. Zooming in too close may crop the chin (cropping the top of the head is acceptable). For best results, get head and shoulders in the shot.

For a more interesting shot, try framing the subject so that he or she is on the slight right or left of the shot. This looks more interesting than someone who is dead centre.

Rather than asking the subject to look directly into the camera, place an interviewer next to the camera and ask the subject to talk to that person. This makes the subject feels more at ease.

Make sure that you shoot at head height! Shooting up at someone or down at someone is never a great look for a website video except in very few cases

### **Editing and getting the film ready for an audience**

There are many video editing programs freely available. It's important to remember that less editing is needed if your filming is done well. If you find that you do need to edit and convert/compress your video, please visit the relevant links at the end of this document for more information.

It's important to know which format you are expected to deliver the finished film in. If in doubt use the mp4 file format. This is usually best for uploading to YouTube etc. Usually, video editors provide this export option but if not, there are a range of media converter and compression programs available such as Adobe Media Encoder and Handbrake. If you are screening the film to a private audience, you may need to store a copy on a USB drive, CD or DVD.

### **Useful links**

- Let's Make Your Project Video (Kickstarter) - <https://youtu.be/L3h828EtWoA> (Recommended!)
- How to Film Professional Videos with an Android Smartphone - <https://youtu.be/goxihY5Buc8>
- How to Film Professional Videos with an iPhone - <https://youtu.be/g8a4F6mVX64>
- Android Video Editing: Best Video Editing Apps for Android - <https://www.youtube.com/watch?v=g8a4F6mVX64>
- Edit Video on iPhone & iPad: Best Video Editing Apps for iOS - <https://youtu.be/KrpHWyBgYWo>
- How to Make a YouTube Video - <http://www.wikihow.com/Make-a-YouTube-Video>

