

VIDEO TUTORIALS AND SELFPRESENTATIONS

How to make videos for sharing knowledge and promoting your projects

WHAT YOU NEED:

- Handy Cam, Action Cam o smartphone
- some filming exercises
- Creativity

FIRST STEP - LEARN SHOTS AND CAMERA MOVEMENTS:

A. [HTTPS://VIMEO.COM/BLOG/POST/VIDEO-101-SHOOTING-BASICS](https://vimeo.com/blog/post/video-101-shooting-basics)

Watch carefully this simple video from the Vimeo School.

B. CAMERA SHOTS

- Extreme Close Up
- Close Up
- Close shot
- Medium Close Up
- Medium Shot (American shot)
- Full shot
- Wide (or long) Shot

CAMERA SHOTS



1 **extreme close up**
(très gros plan)



2 **close up**
(gros plan)



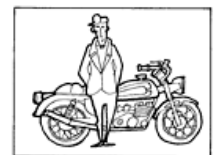
3 **close shot**
(plan rapproché, poitrine)



4 **medium close shot**
(plan rapproché, taille)



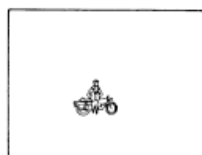
5 **medium shot**
(plan américain)



6 **full shot**
(plan moyen)



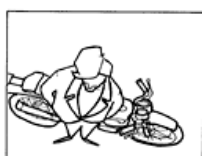
7 **medium long shot**
(plan de demi ensemble)



8 **long shot**
(plan d'ensemble)



9 **low-angle shot**
(contre plongée)



10 **high-angle shot**
(plongée)

Le cadre (*frame*) délimite l'image, le cadrage (*framing*) est donc toujours l'expression d'un choix, d'une intention.

Le cadrage s'exerce par rapport aux personnages (characters) (fig. 1 à 6) et au décor (*setting*) (fig. 7 et 8).

L'échelle des plans (*scale of the camera shots*) est la gradation qui va du plan le plus proche au plus éloigné — ou l'inverse.

L'angle de prise de vue (*camera angle*) est également significatif :

— la contre plongée (fig. 9) montre le sujet vu d'en bas et accentue l'impression de force.

— la plongée (fig. 10) montre le sujet observé d'en haut et insiste sur sa vulnérabilité.

Le code \circ *framing* appelle l'identification des plans qui enrichira votre interprétation des documents.

Now start recording!

C. SOME EXERCISES ON DIFFERENT KINDS OF SHOTS

KNOW YOUR TOOL

Make some footage following the list below and then watch it immediately.

1. Try to understand which are the features of the camera you are using
2. It makes very nice wide angles? It's too dark with low light? It doesn't have good sound quality?

!! Remember !! Sometimes technical limits are enhancing creativity, for example if your camera is trembling too much you can 1. use this movement for telling something for example if you edit with a soft emotional music you will have a tender and soft result 2. Put the camera on a table (or tripod) and film only when it is stable.

Choose a topic (film an event as a festival, a workshop, a family party) and then fill the following list:

MAKE SHOTS

- ❖ **2 extreme close up:** (5 seconds each shot)
- ❖ **4 close up:** (Sergio Leone film's director says: "Movies are all about showing people faces!" look for faces that are listening, smiling, talking to each other)
- ❖ **1 close shot:** when someone is saying something to someone else, film 1 or maximum two sentences that she/he is saying until the end of the sentence, with NO ZOOM otherwise you will not have good audio!
- ❖ **1 full shot:** to show where we are, to give the general frame
- ❖ **1 long shot:** to show the environment and people involved
- ❖ **4 details:** extreme close-up on some special objects in the space that your eyes has been captured or that simply explains/reflects the mood of the place, of the event you are filming
- ❖ **1 Low (or high) angle shot** ([like this](#)) : it depends if you want to say that those people you are filming are weak or brave!!

CAMERA MOVEMENTS

- ❖ **2 camera movements:** start from an extreme close up and move your body on the back, to show to your public where is this object. Don't be afraid, move your body quickly and taking the camera with both hands!
- ❖ **1 pan wide:** start from one medium or full shot and end to another one
- ❖ **1 panoramica narrow:** for example from something written to an object

IMPORTANT TIPS

- I. DON'T RECORD TOO MUCH (you will never edit it!!)
- II. THINK BEFORE SHOOTING! from which point (object, person..) I start and where I will end recording (another object or person)?
- III. THINK as you are MAKING PICTURES (for cinema movies the rule is 24 picture per second) so always ask yourself: WHAT I WANT INTO my PICTURE? And what it is not necessary and can be outside my picture?

- IV. THINK ABOUT LIGHT before starting shooting: open the windows or switch on the lights. Work with [available light](#)!
- V. USE 2 HANDS, be STABLE ON YOUR FEETS and MOVE YOUR BODY: don't use the zoom (unless is very necessary or you want to tell to the viewer that you are entering into something private or some personal discussion or you are making an horror video).
- VI. When changing from one shot to another CHANGE THE CAMERA POINT OF VIEW
- VII. At home: CARGE your camera POWER and EMPTY YOUR MEMORY CARD
- VIII. Make it, shoot it, again and again, show it on the web. You will improve only by doing, then short edit and watching what you have done.
- IX. After having uploaded the firsts 5 videos, try to find your style.

D. STORYTELLING AND HOW TO MAKE A VIDEOTUTORIAL

THINK AT A VIDEOTUTORIAL AS IT WAS A STORY

Remember the American Comedy general "rules": start with describing the characters and give to the viewer the general environment, then find a problem the main character has to solve, let him solve it and ends your story with a positive message.

FOR A VIDEO TUTORIAL

1. Be very clear. Show the result of what you want to teach at the beginning. The viewer understands if he is interested on it or not.
2. Start with something usual for the viewer [a fixed image](#) look at sec. 0.20 with all the ingredients needed for making your tutorial)
3. Make fast the easier parts (for example when you use the screwdriver.. for not annoying)
4. Show the most difficult parts as it was the problem your hero has to solve, explain the solution step by step in a very accurate way, they need to understand it very well
5. End in glory (images of the ended product in use, everybody is happy)

MAKE LIFE ONE LONG MOVIE

During your daily life, when you make a break (instead of a cigarette) watch one [VIMEO STAFF PICKS](#) putting your attention to the shots they used, how they assembled together and the result they obtained!

Any questions? Want to have some suggestions on something you shoted? Don't think too much, send the footage to lorenza@osunwes.eu