Video is King

Presentation by John Janssens

Videographer, video and virtual events producer
Brussels, Belgium

6 years experience in video production, animation, motion design productions, 2D and 3D

8 years in publishing
Studied international affairs and history
Jazz musician, songwriter

Mentimeter

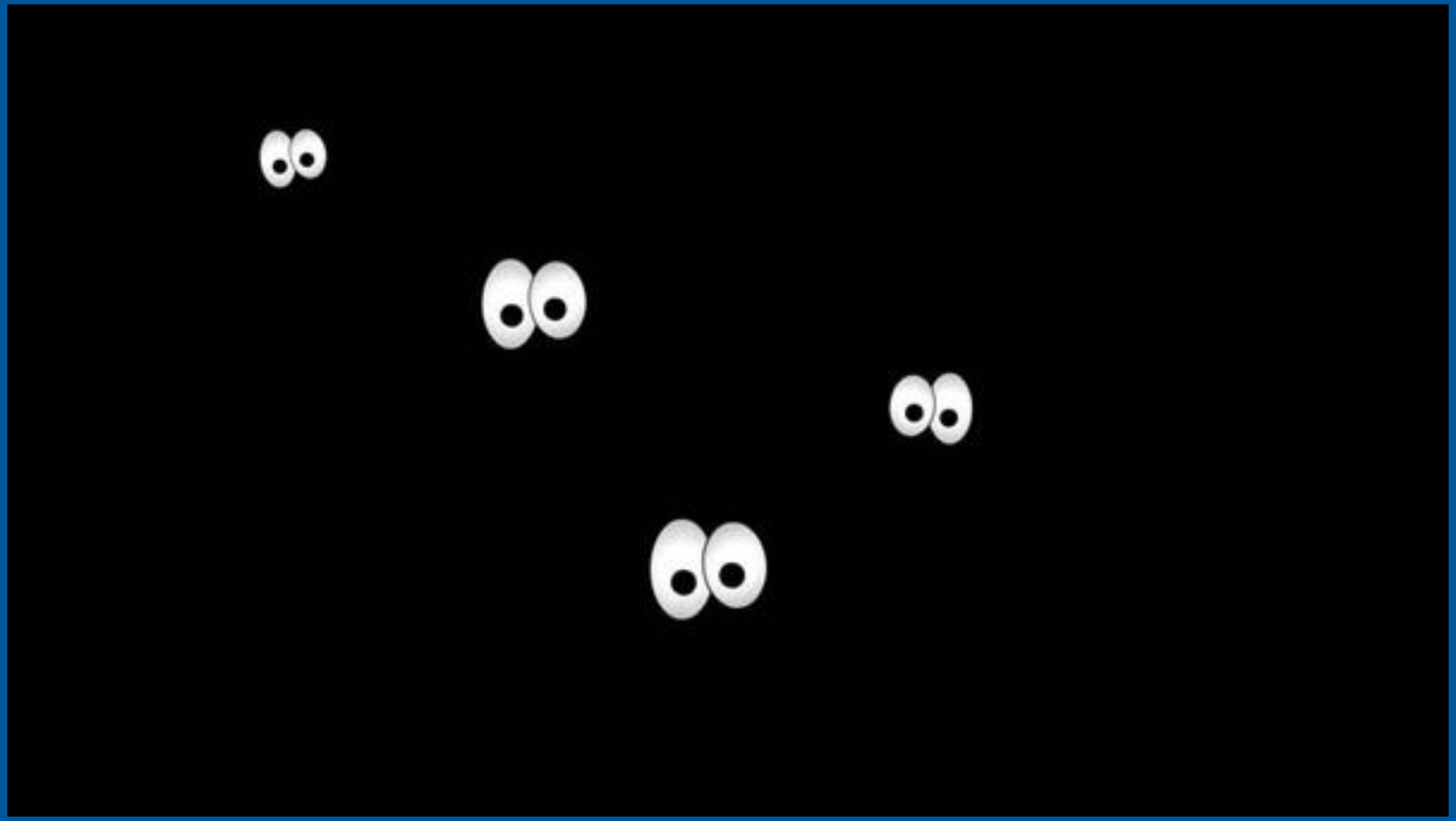
Go to **www.menti.com** and use the code **3272 1265**

431
2 1 1
UNSANE

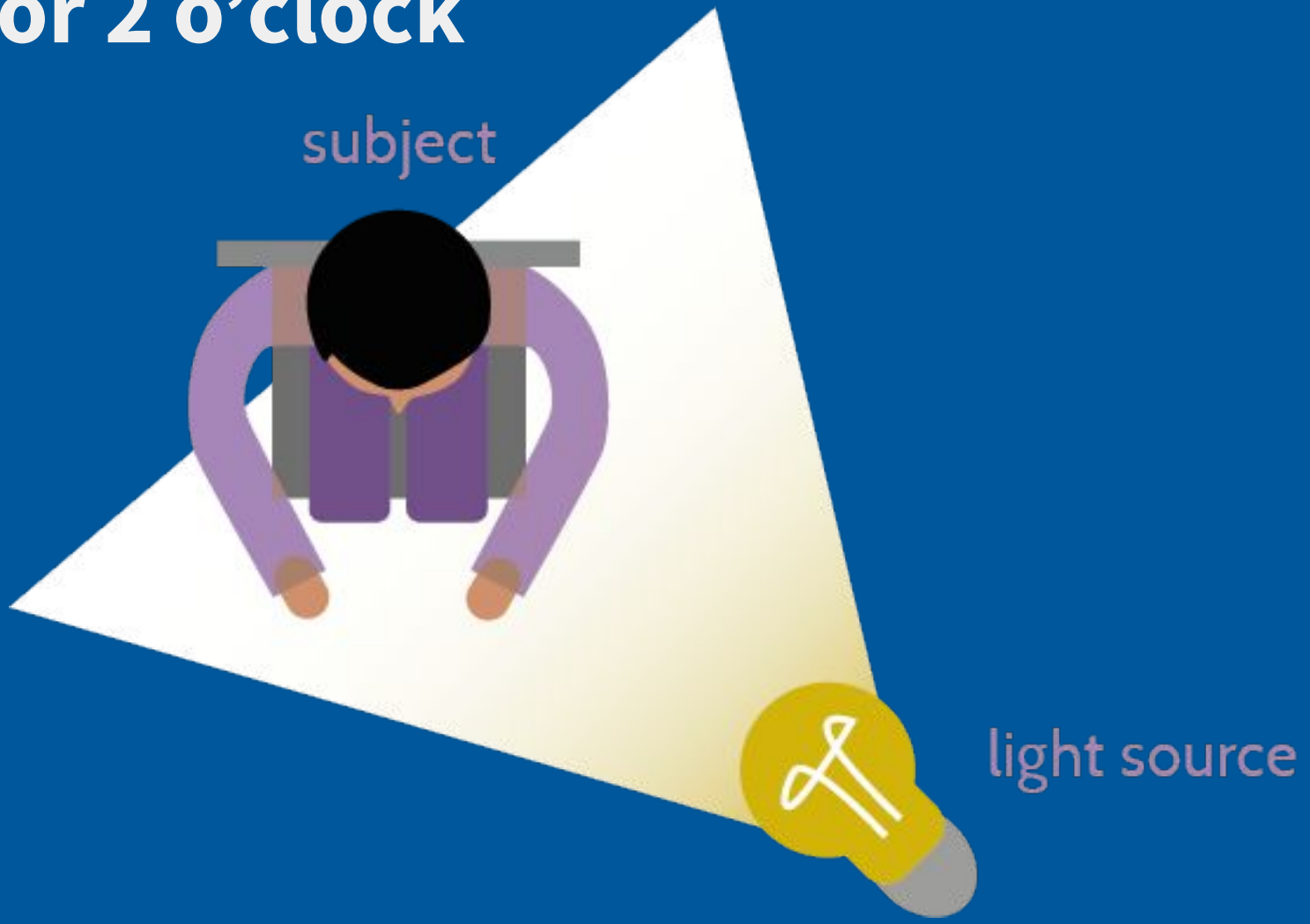
Outline

Lighting
Background
Framing
Quiz
Audio
Stabilisation
Asynchronous video communication software
Making a video from A-Z
Pie chart conclusion

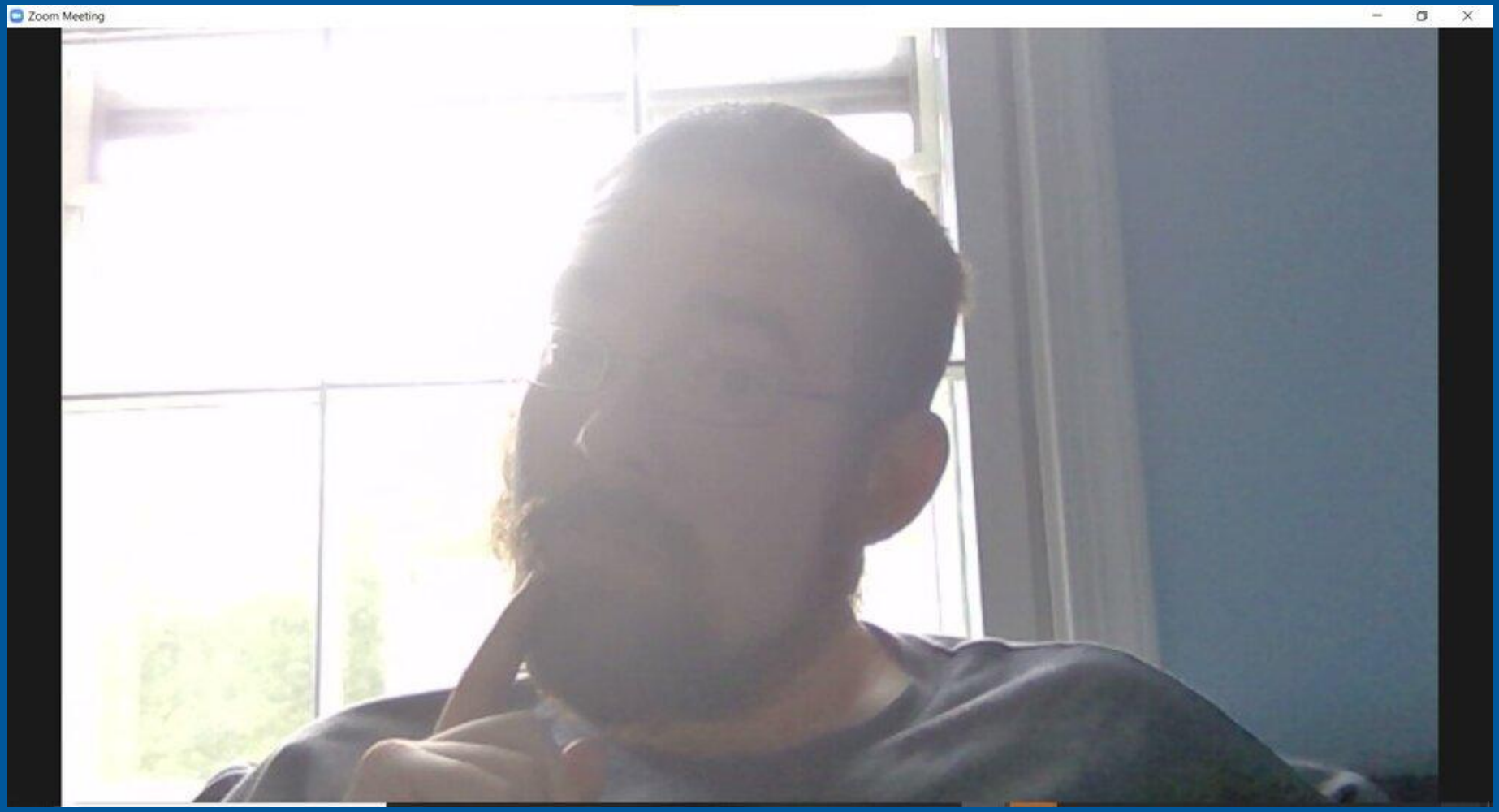
Lighting

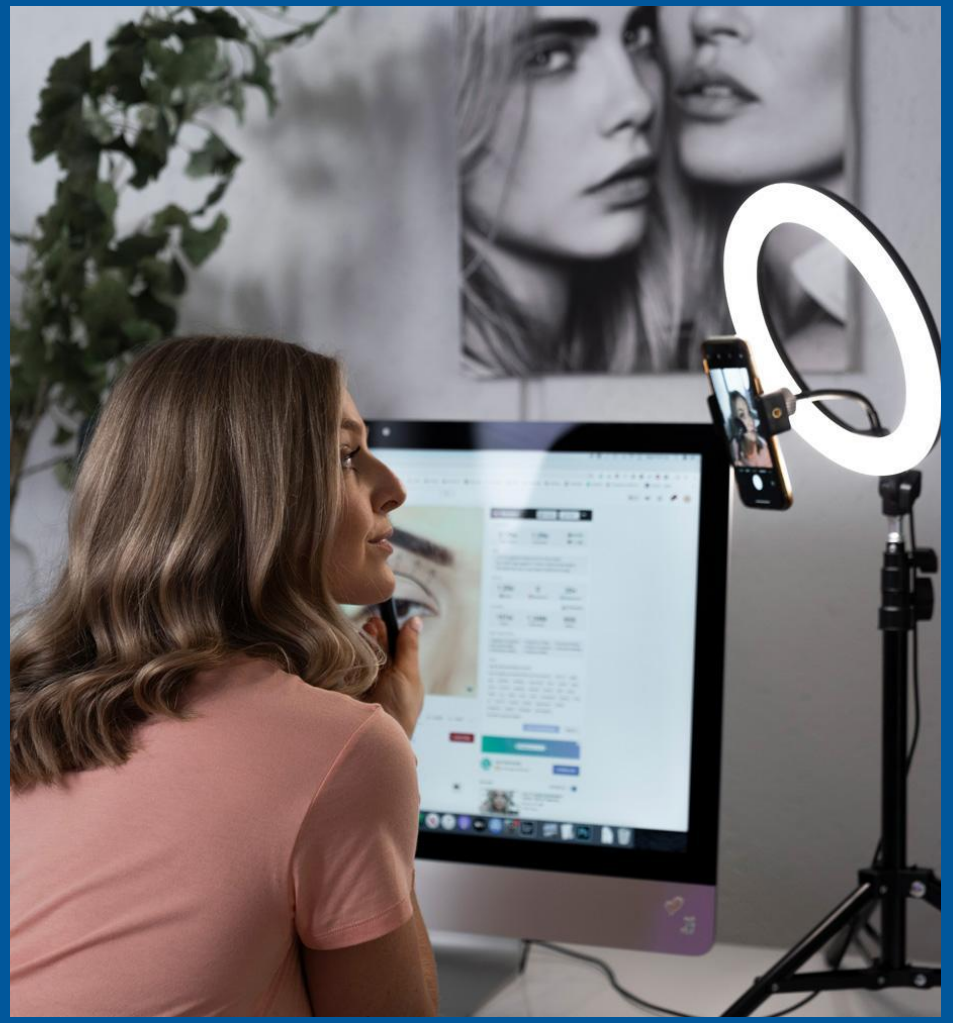


Main light at 10 or 2 o’clock



ONLY
THE BEST ARE
HERE


Zoom Meeting



rehumanize
YOUR BUSINESS

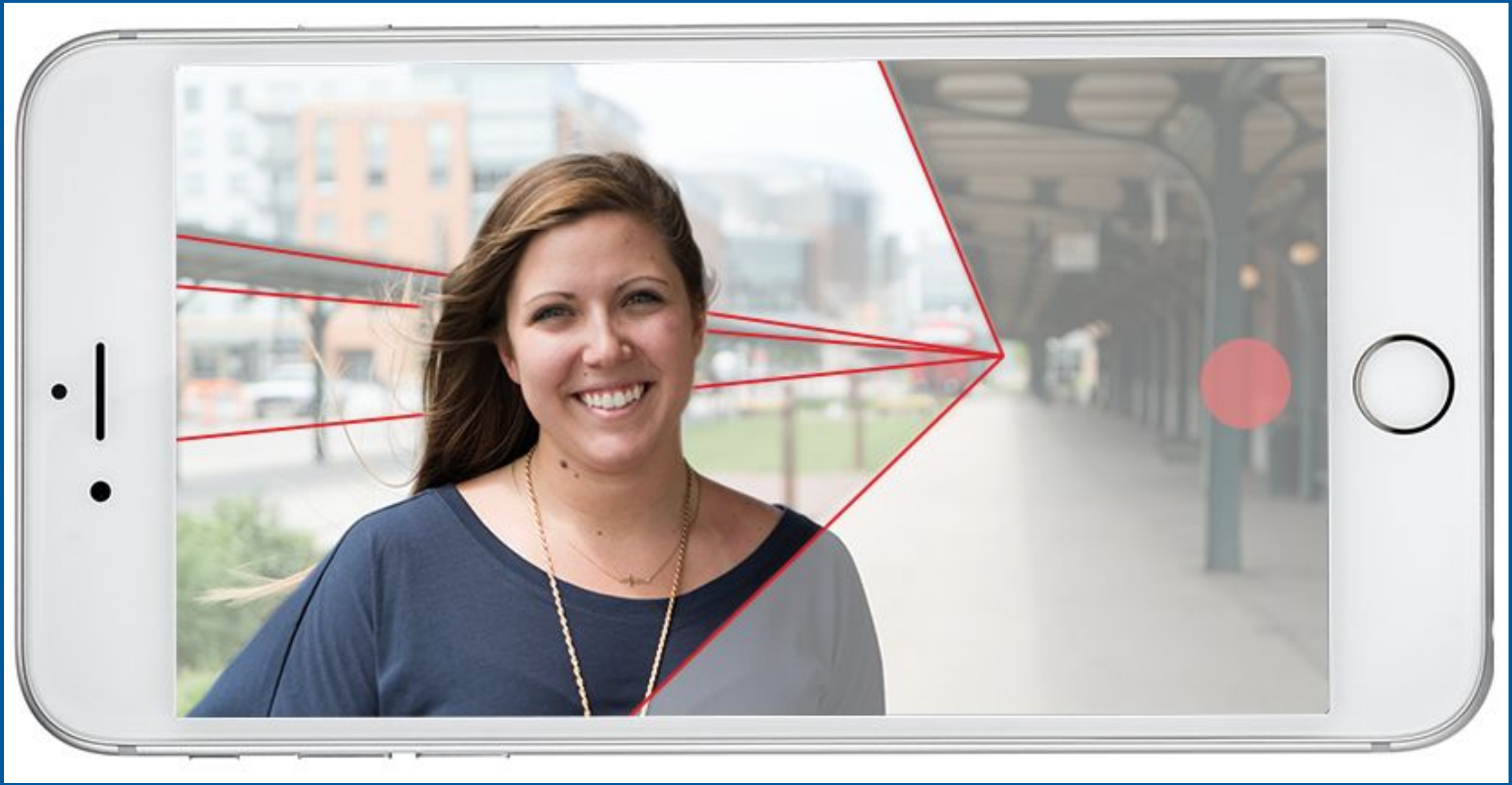
Background

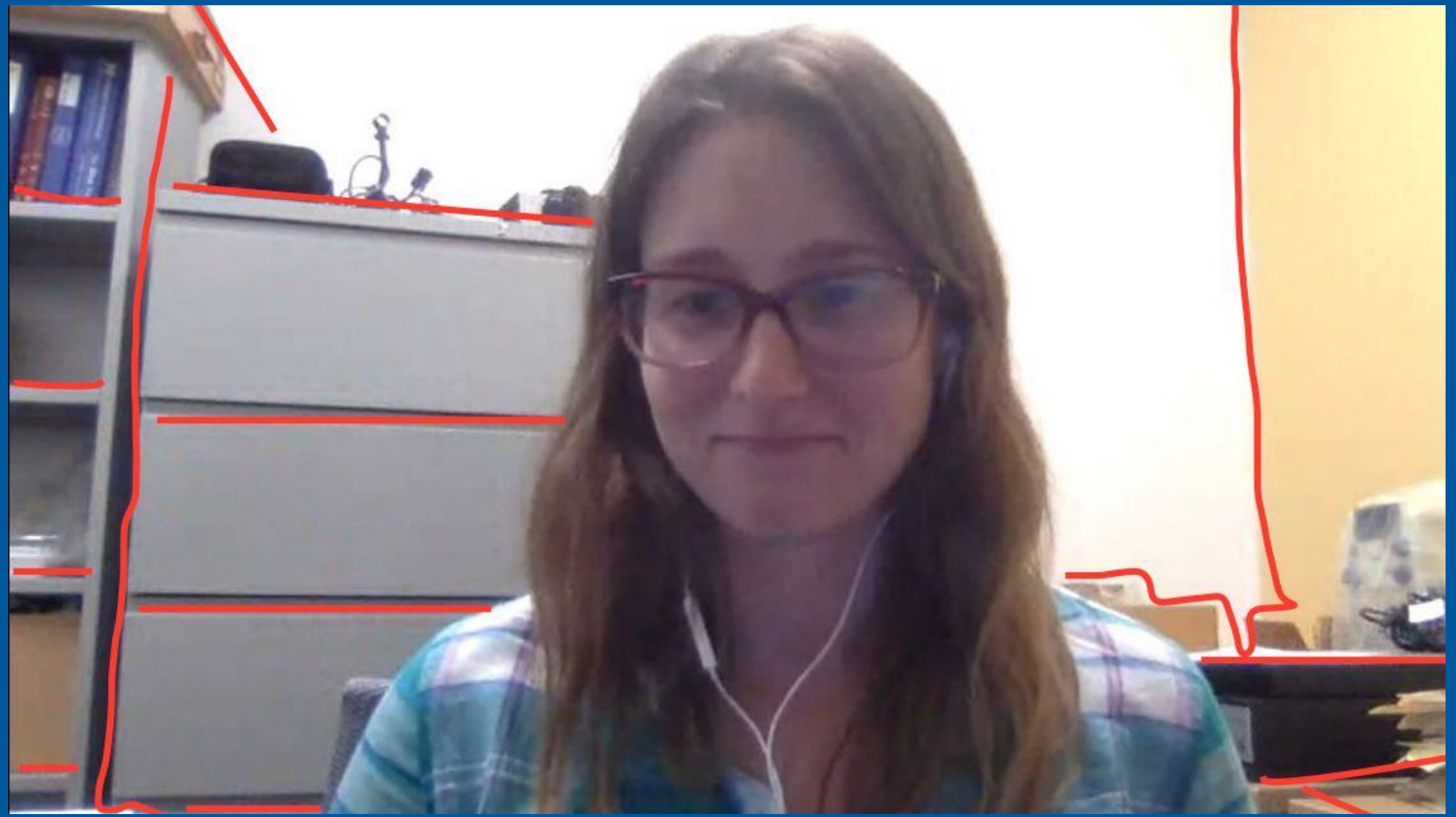
NOAH
CYRUS
LSD
billboard

AP

BACKGROUND
OUT OF FOCUS
SUBJECT IN FOCUS

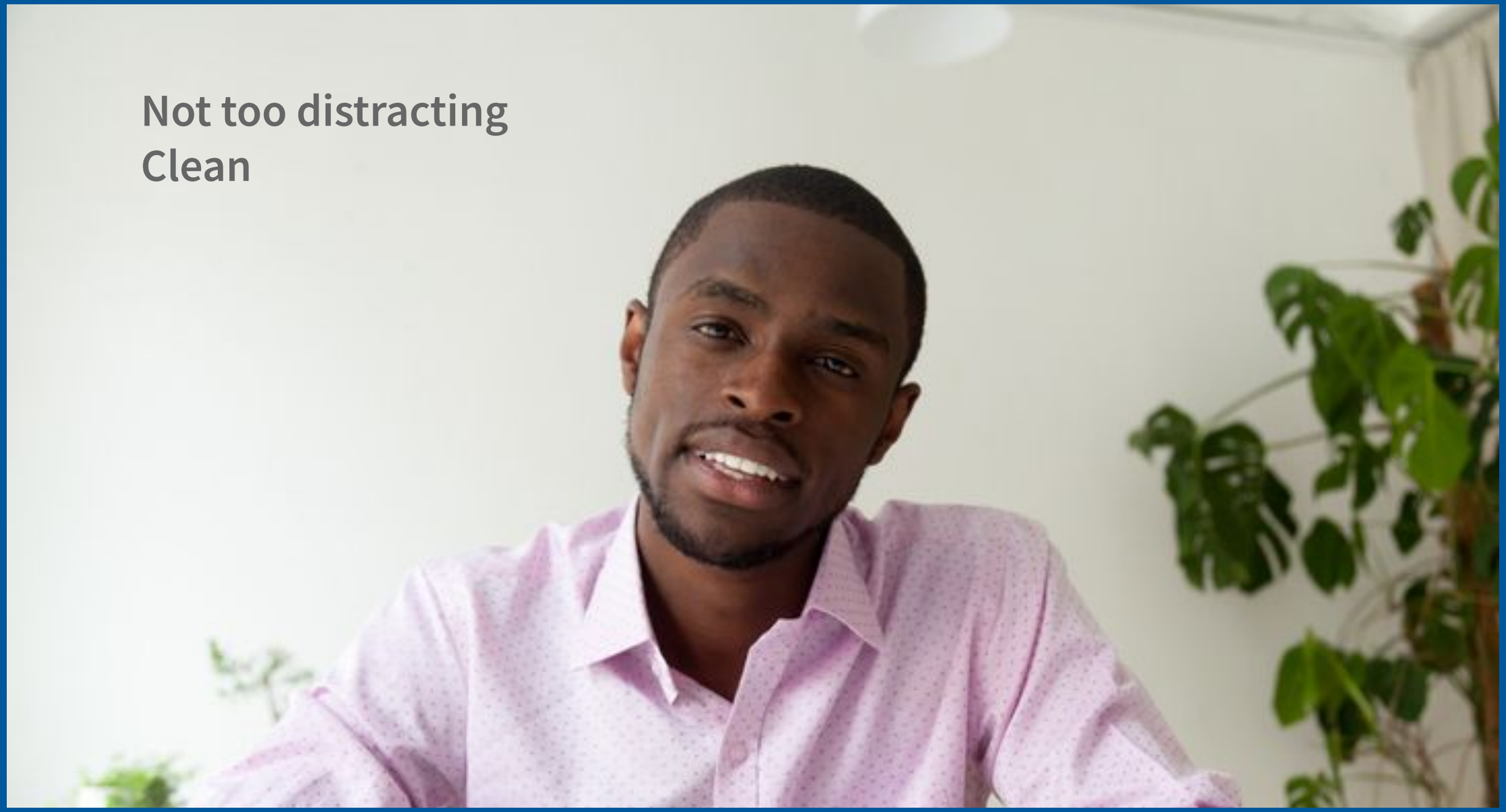
Leading Lines





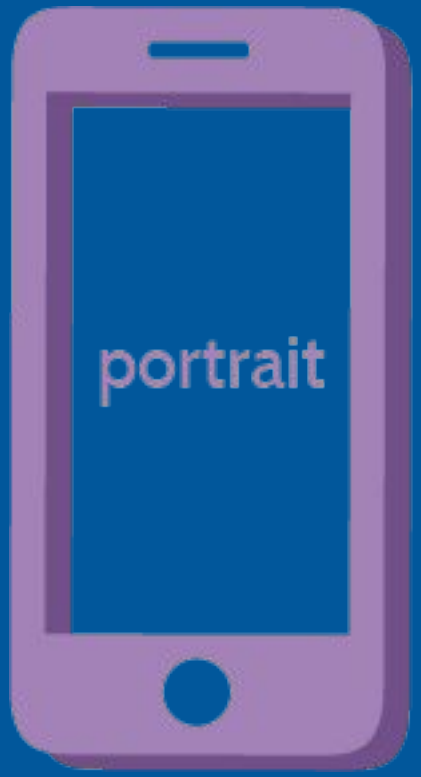
ATL100

Not too distracting
Clean

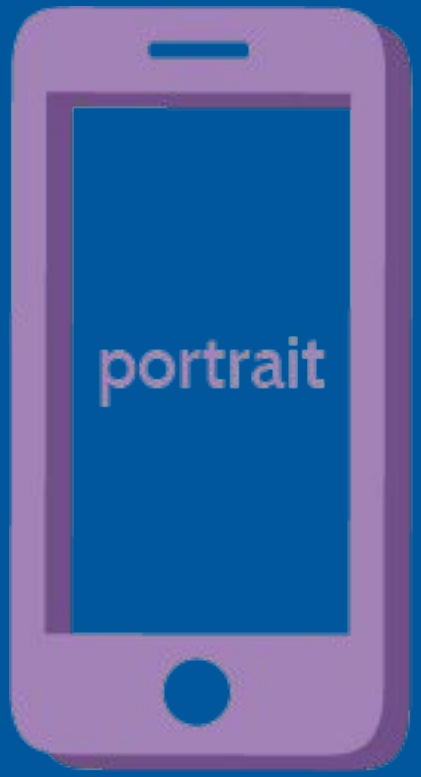


Framing

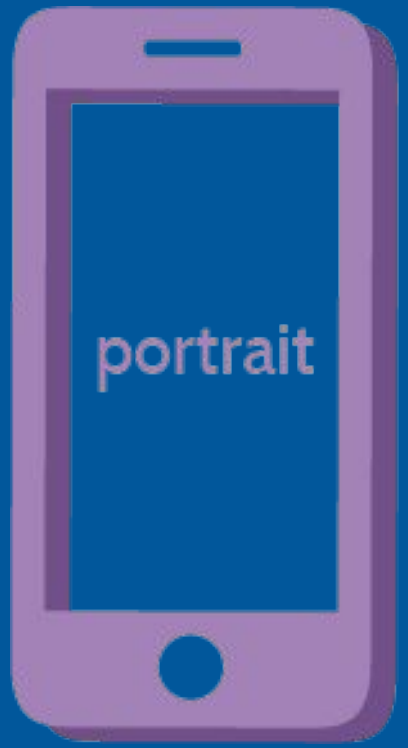
First question…



?



Generally preferred for video


portrait

landscape

Second question…

?

Second question…

Into camera or …

Addressing the audience with a direct message
More **immediate**

Good for: direct address, sales pitch or
short/impactful statement

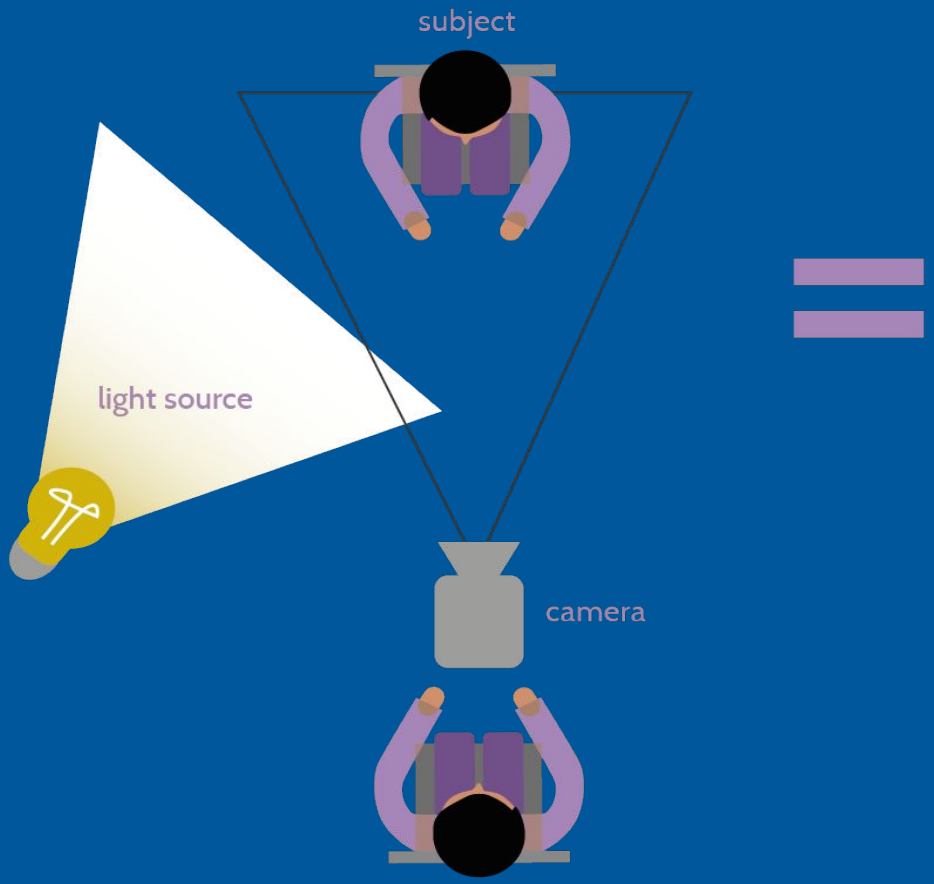
off camera?

Dialogue between two people
More conversational, more **intimate**

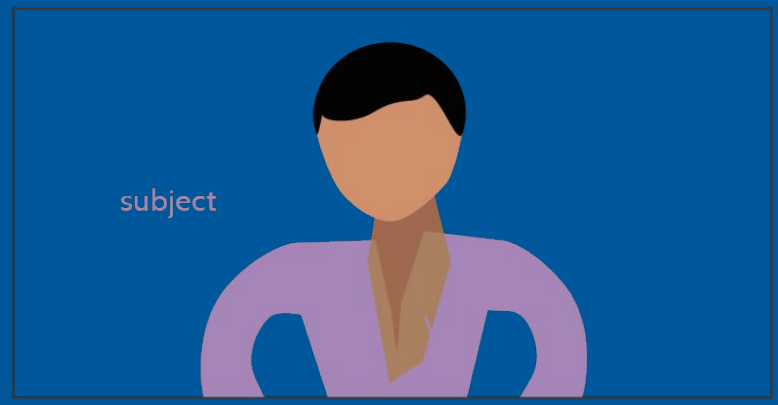
Good for: interview, documentary,…
Long form production

Looking into camera…

SET UP



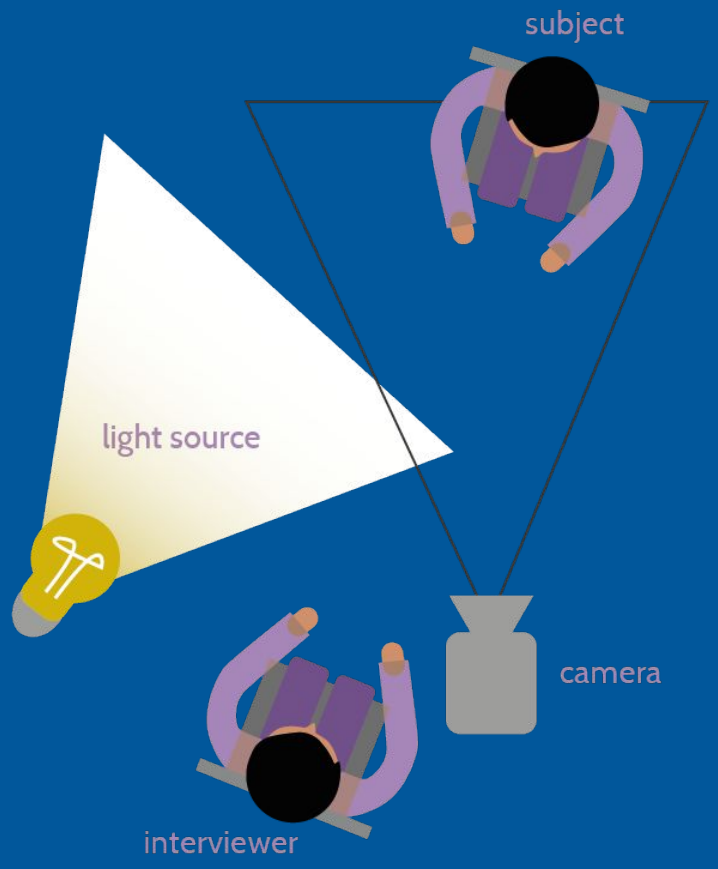
FINAL FRAME



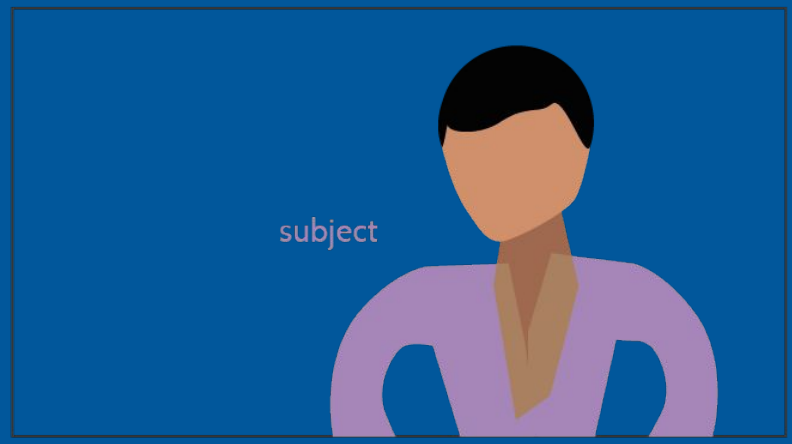
Looking into camera…

Looking off camera…

SET UP

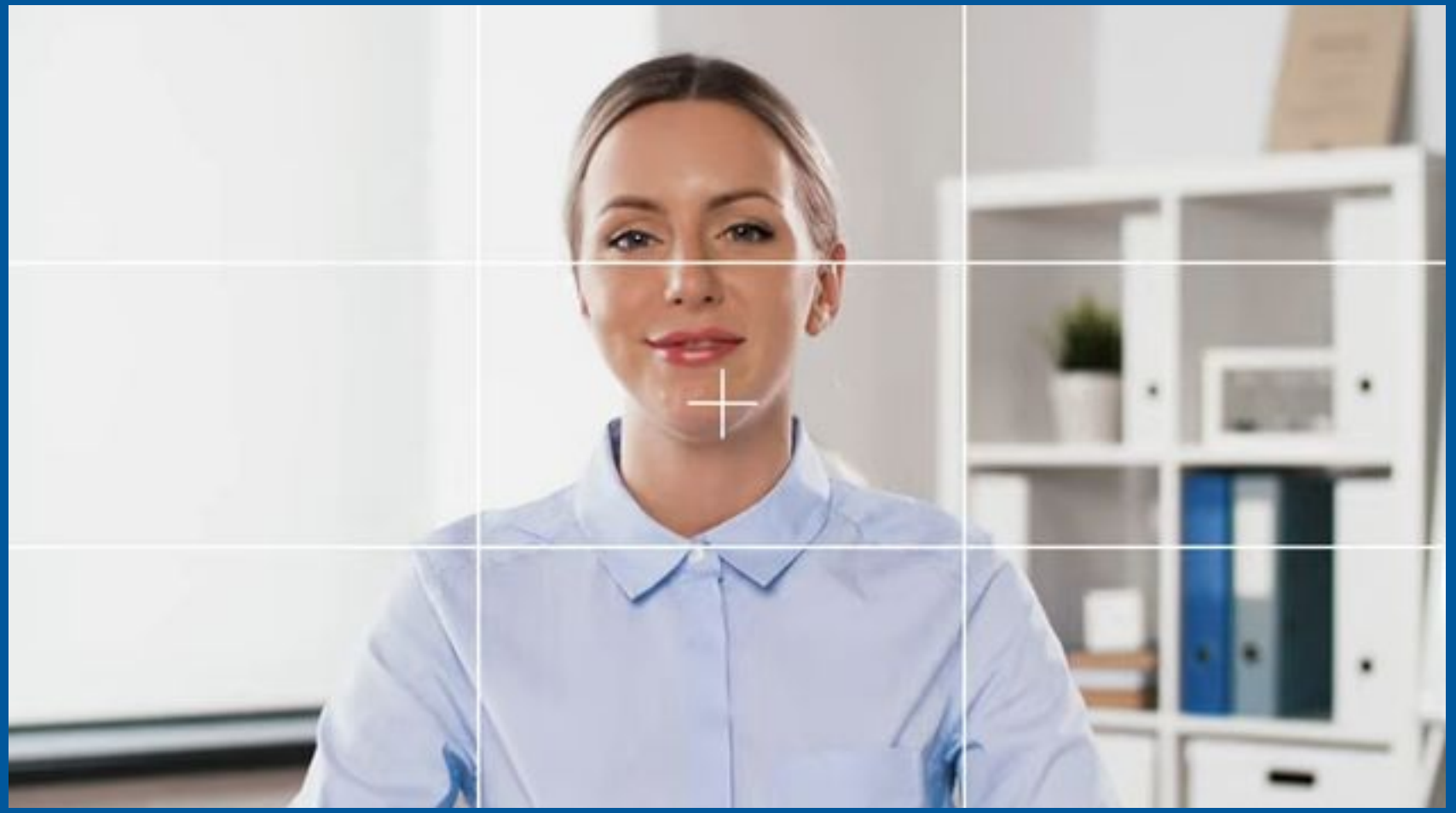


FINAL FRAME



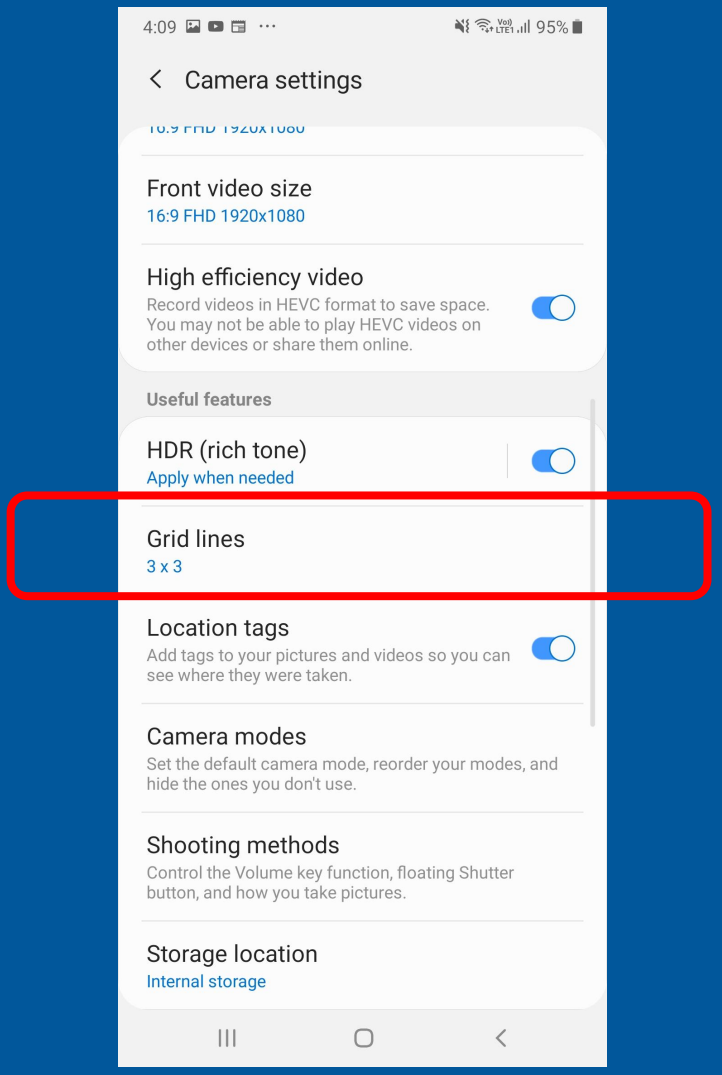
Looking off camera…

First Rule: The Rule of Thirds



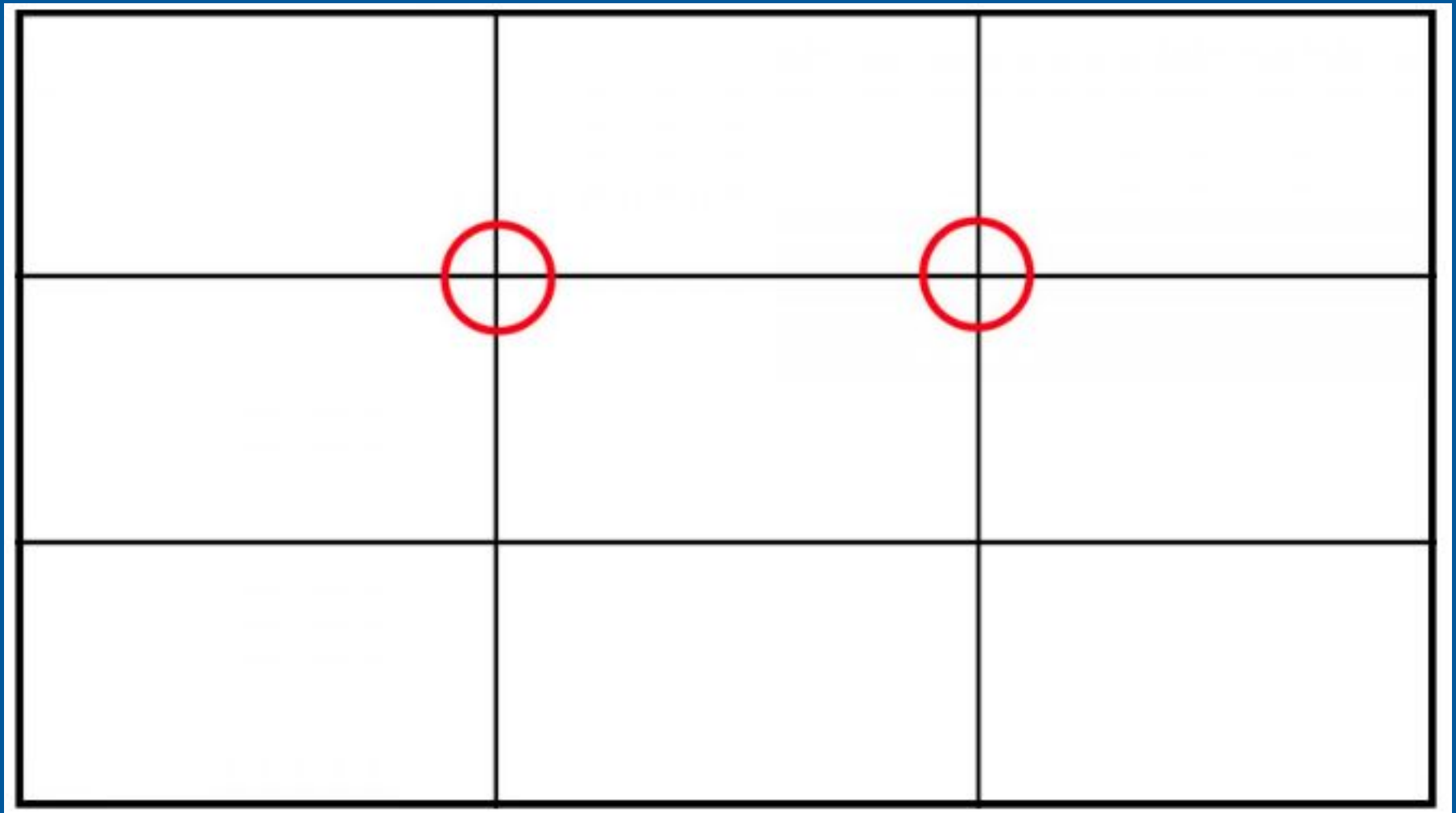
Too much headroom

Enable ‘Grid lines’ (android)



Enable ‘Grid lines’ (iOS)

First Rule: The Rule of Thirds

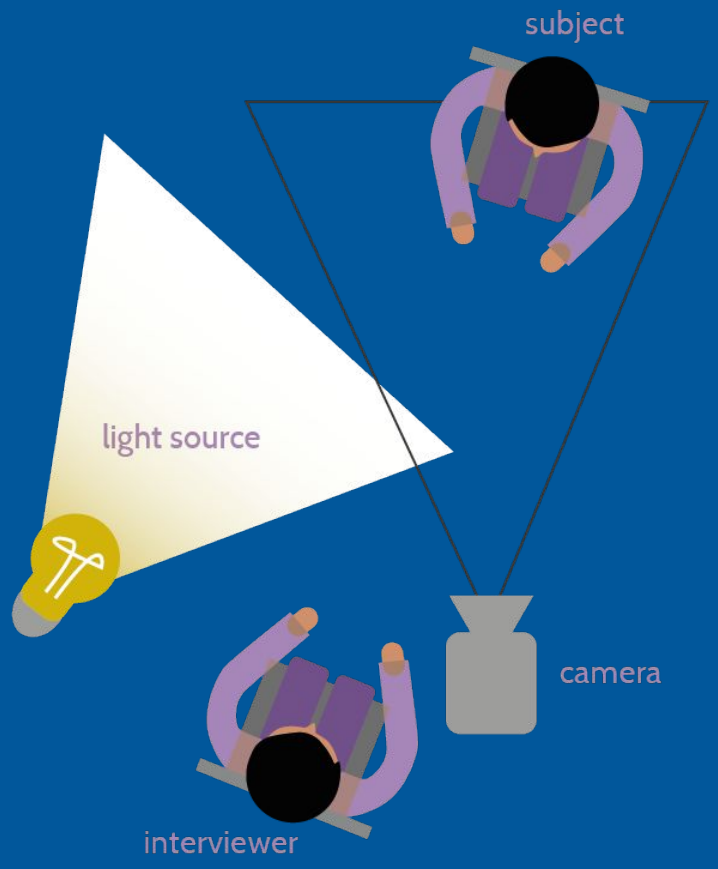


First Rule: The Rule of Thirds

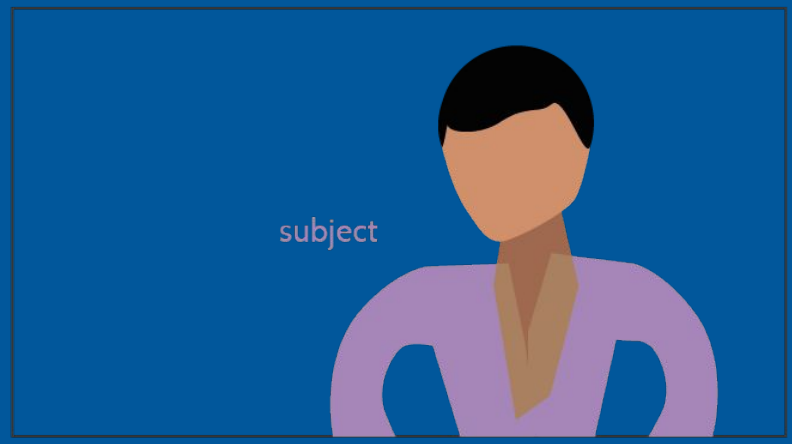
First Rule: The Rule of Thirds

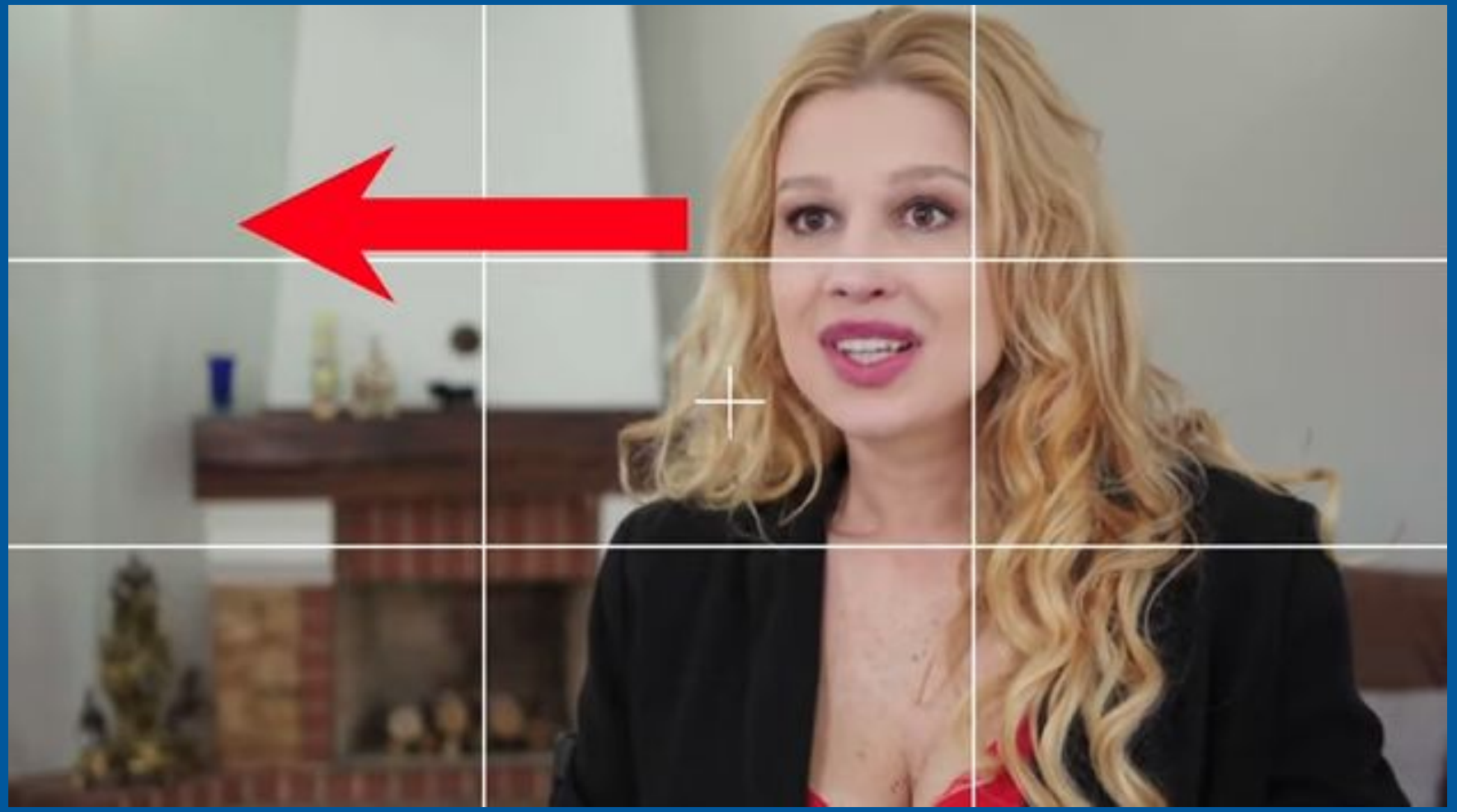
Looking off camera…

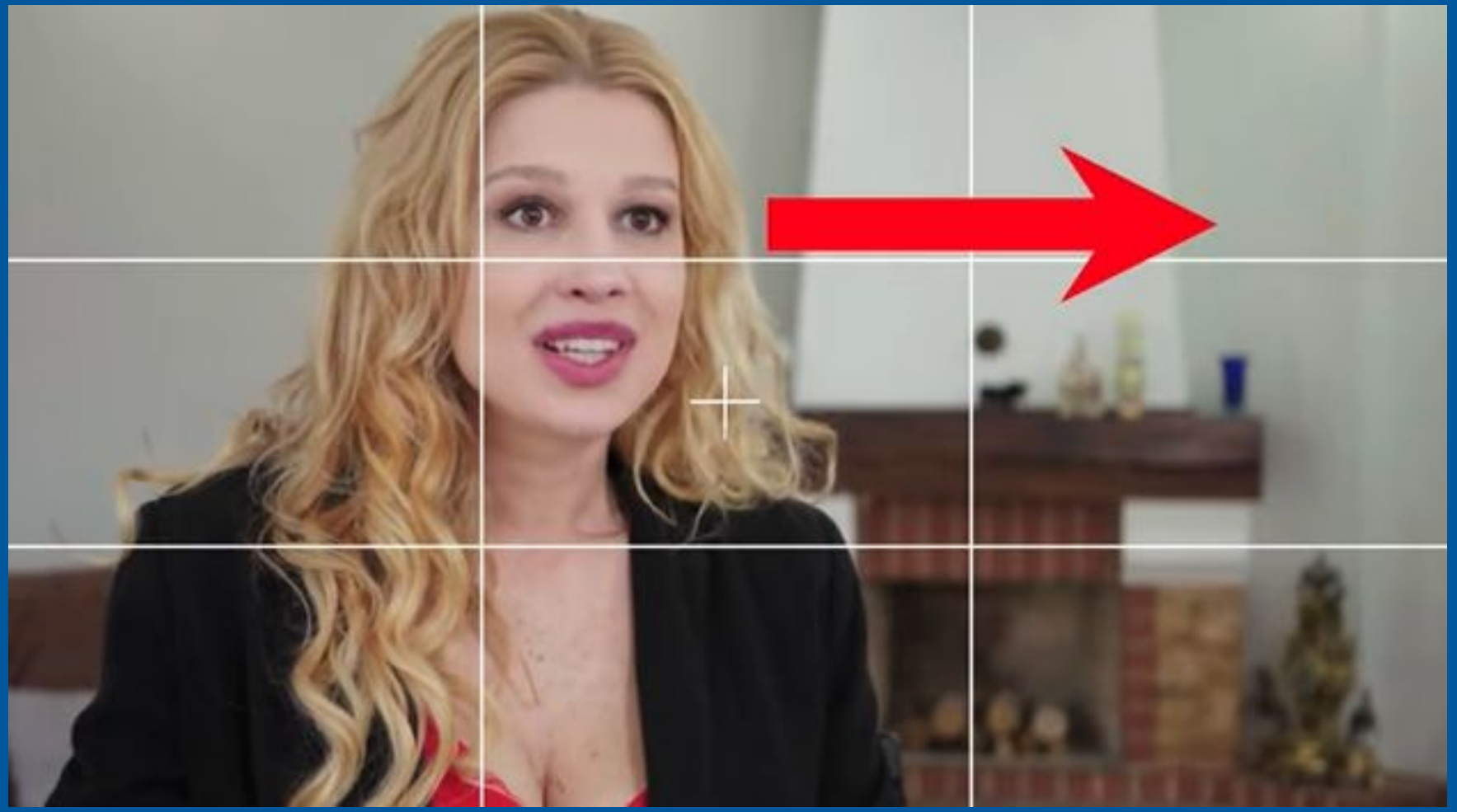
SET UP



FINAL FRAME







Short side – Long Side (Lead Space/Room)

CAMERAS GO ON SHORT SIDE

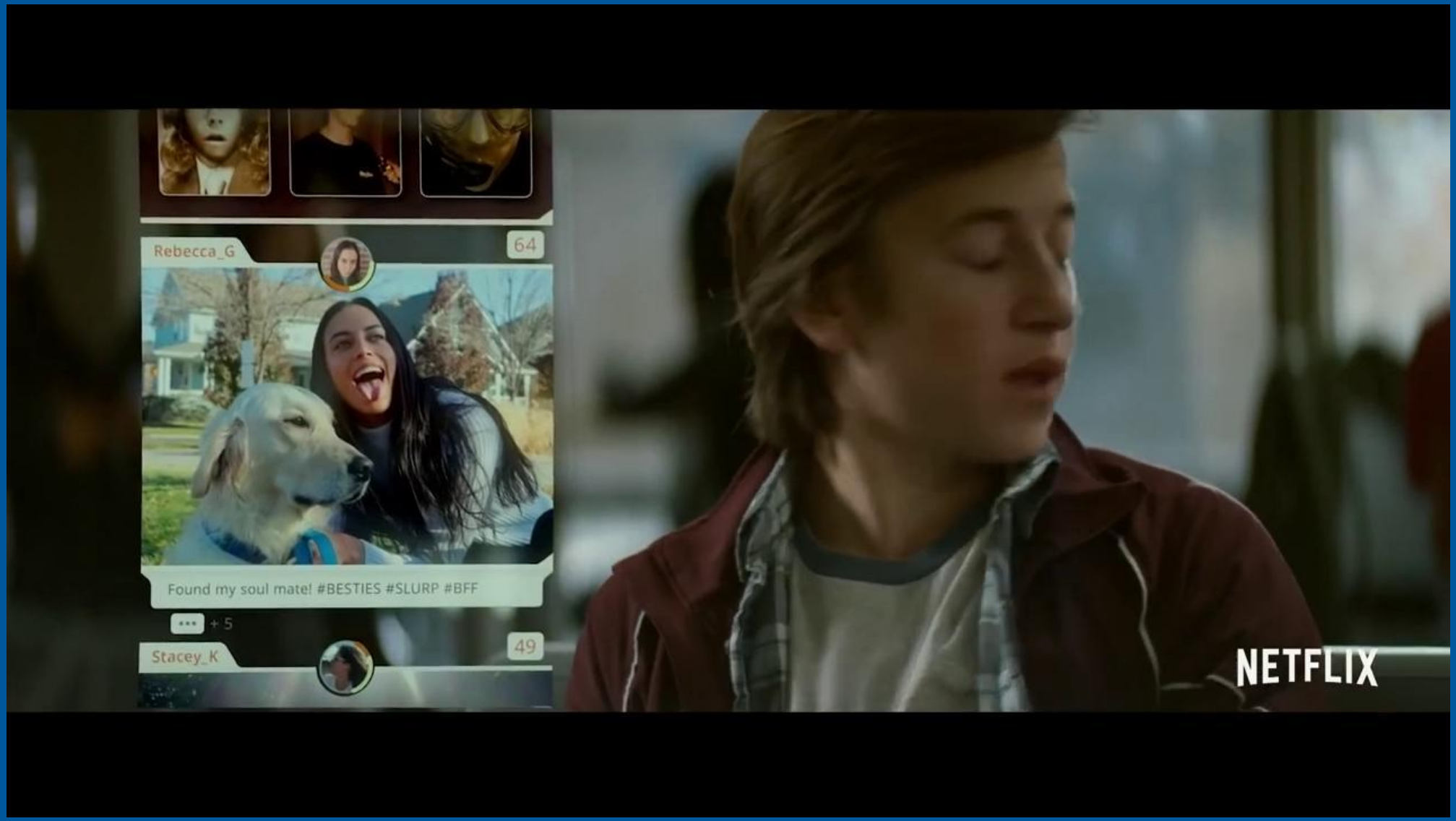
INTERVIEWEE FACES LONG SIDE

EXIT

Second Rule:
Interviewee faces long side

Second Rule:
Interviewee faces long side

ceiling
Eye level
Camera level

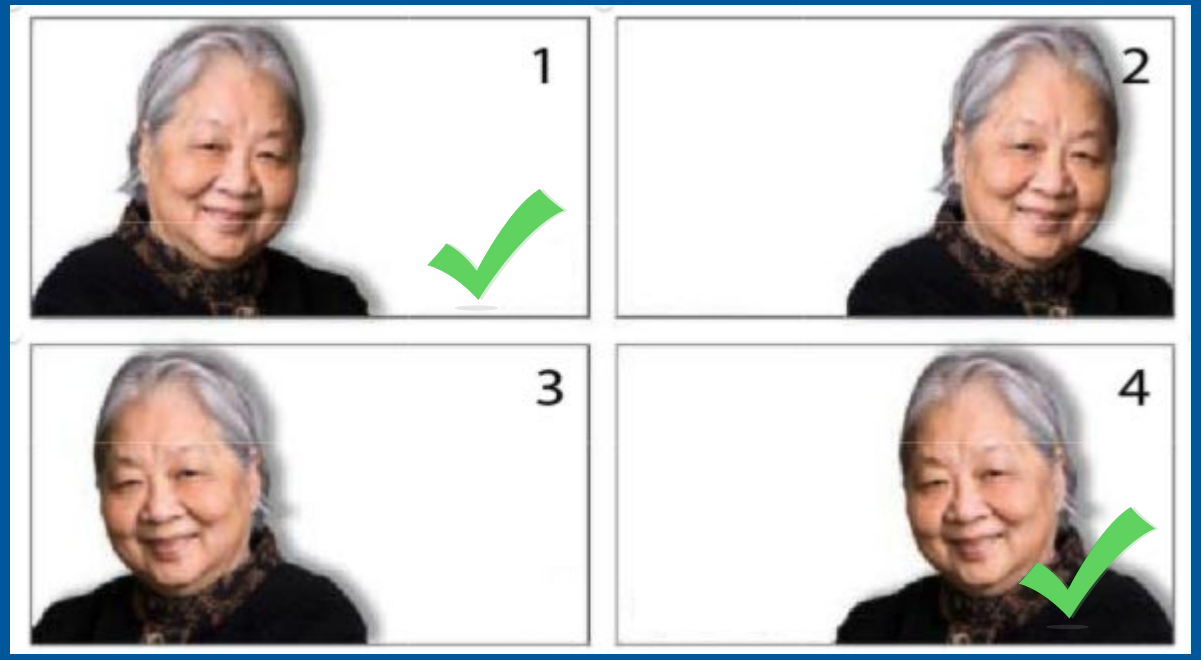

Rebecca_G
64
Found my soul mate! #BESTIES #SLURP #BFF
+ 5
Stacey_K
49
NETFLIX

What went wrong? (Quiz)

Lighting
Background
Framing

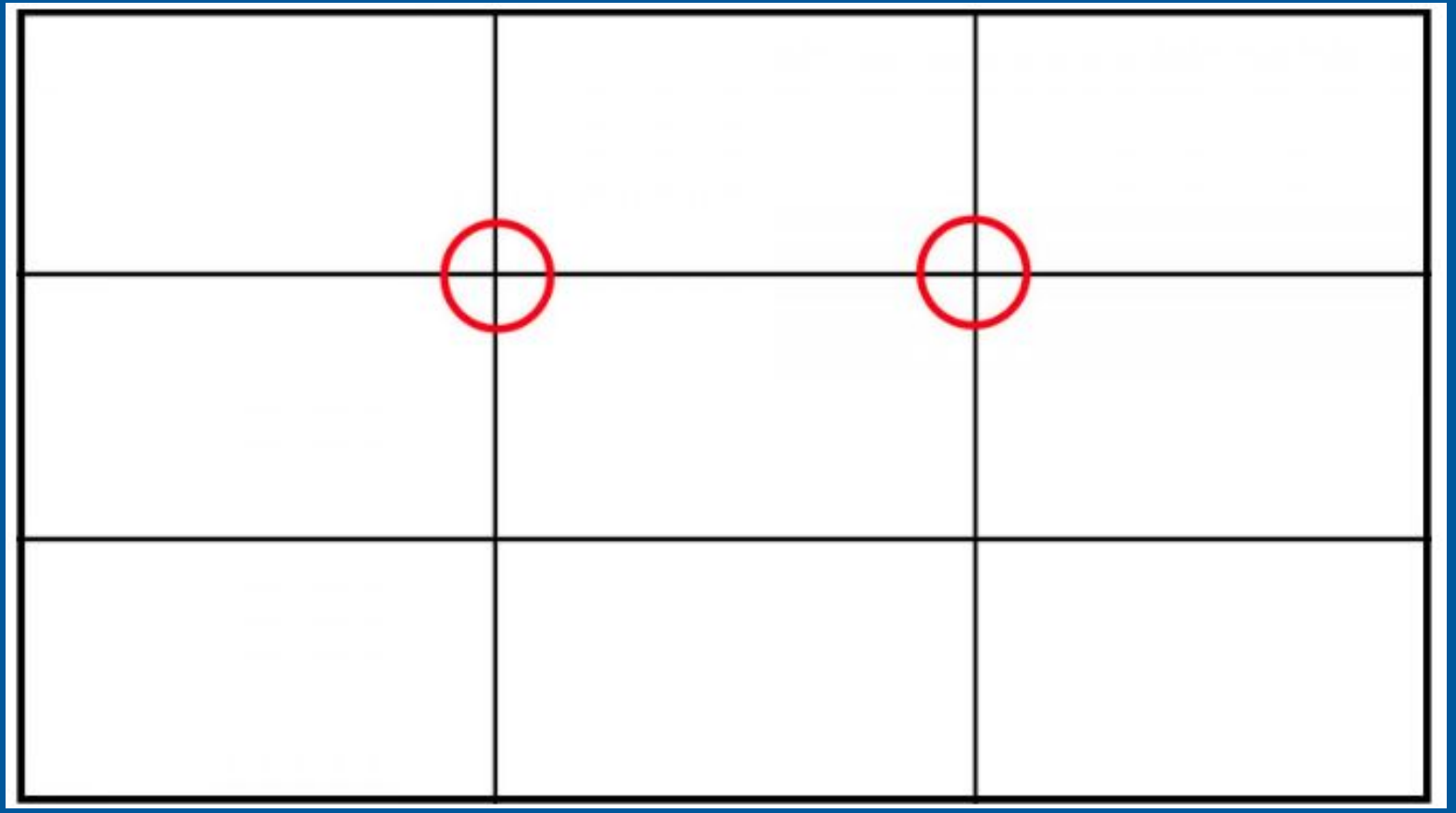
All good… moving on then...

What went wrong? (Quiz)

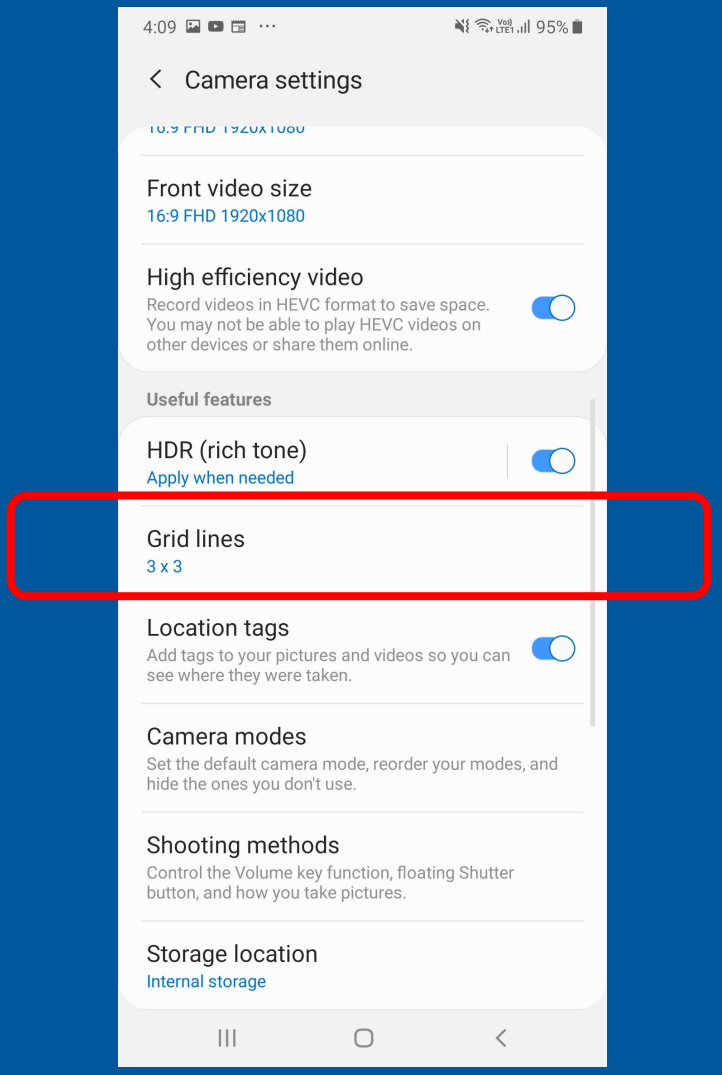

1
2
3
4

IT'S TIME
FOR COFFEE

Rule of thirds
Exercise on phone



Enable ‘Grid lines’ (android)



Enable ‘Grid lines’ (iOS)

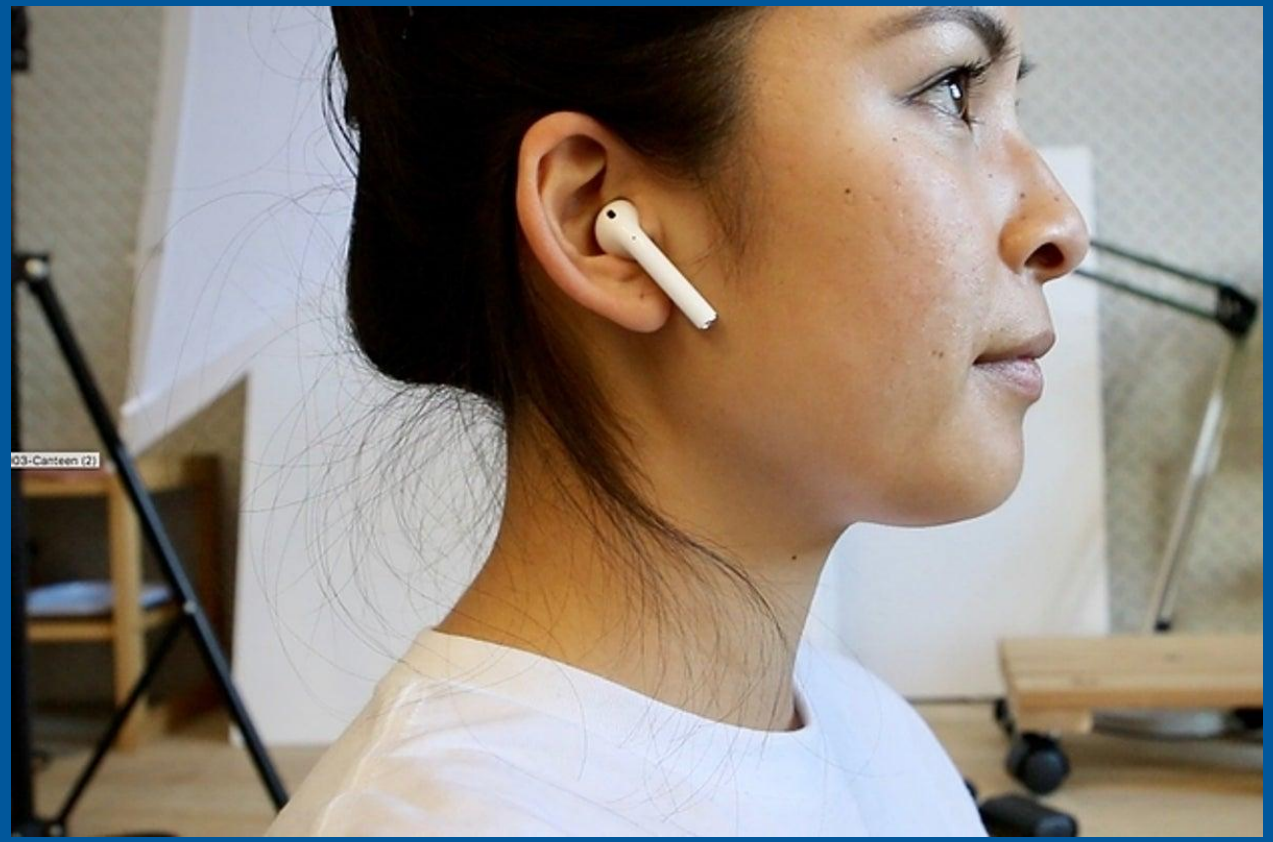
Exercise

Exercise

Exercise

Exercise

Audio


03-Canteen (2)

RODE SmartLavPlus Microphone lavalier pour Smartphone

★★★★½ 3 387

45,83€ Hors TVA

55,00€ TVA incluse ~~65,90€~~

Prix total: 80,25 €

Ajouter ces trois articles au panier

Rode Compact On-Camera Microphone with Rycote Lyre Shock Mount, Black (Videomicro) + 1 Year Extended Warranty

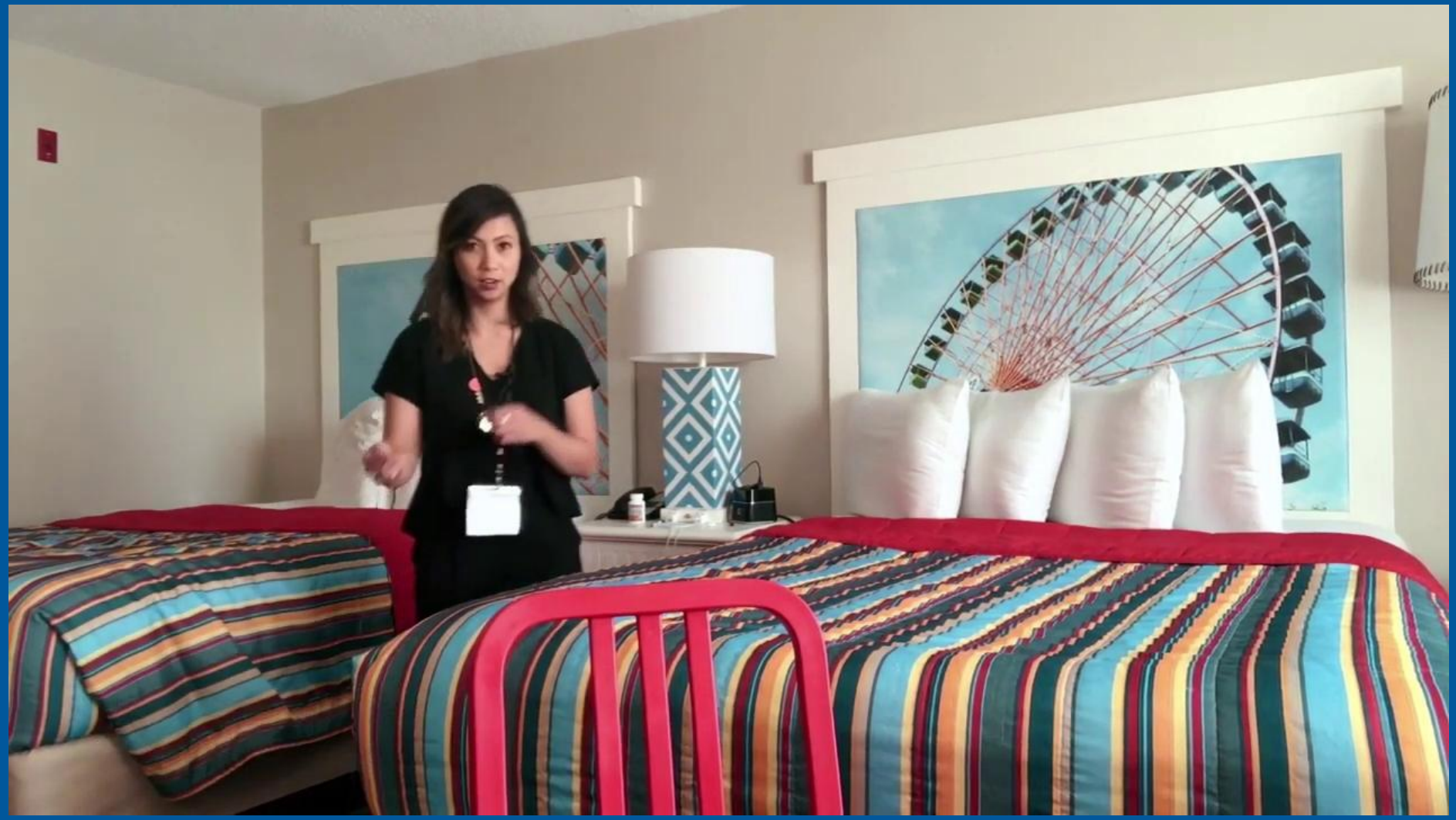
Visit the Rode Store

4.5 out of 5 stars 162 ratings | 36 answered questions

Price: $102.99 + $32.82 Shipping & Import Fees Deposit to Belgium Details

Available at a lower price from other sellers that may not offer free Prime shipping.

- A compact all metal microphone
- No battary required, connects with plug in power
- Rycote Lyre shock mount and Deluxe furry windshield included
- Directional Microphone which reduces background sound
- BUNDLE INCLUDES: Rode Compact On-Camera Microphone with Rycote Lyre Shock Mount, Black (Videomicro) + 1 Year Extended Warranty



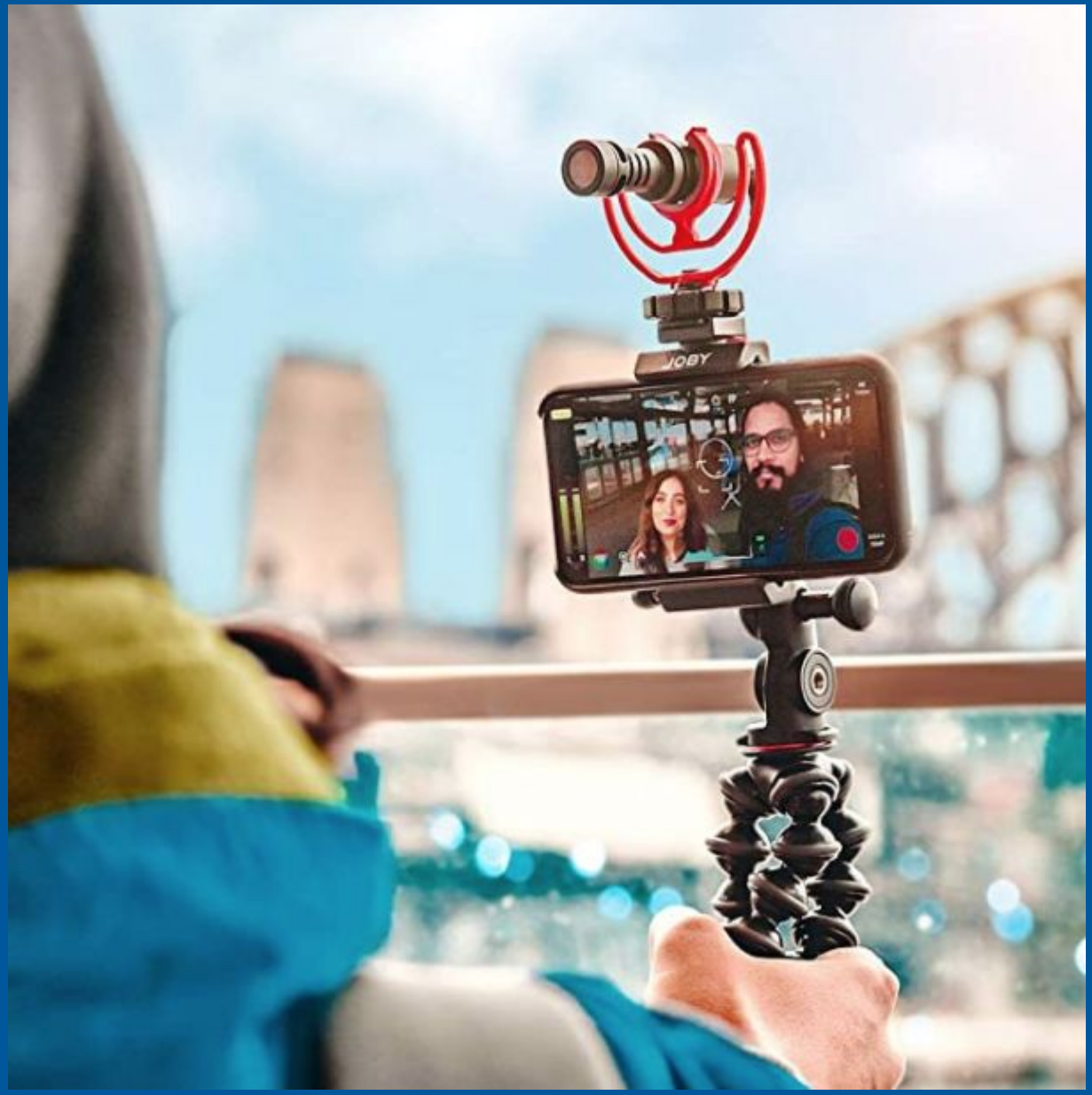
Stabilisation

Fotopro Trépied Portable Style Octopus pour iPhone, Mini trépied Flexible avec Support pour Tout Smartphone, Clip...

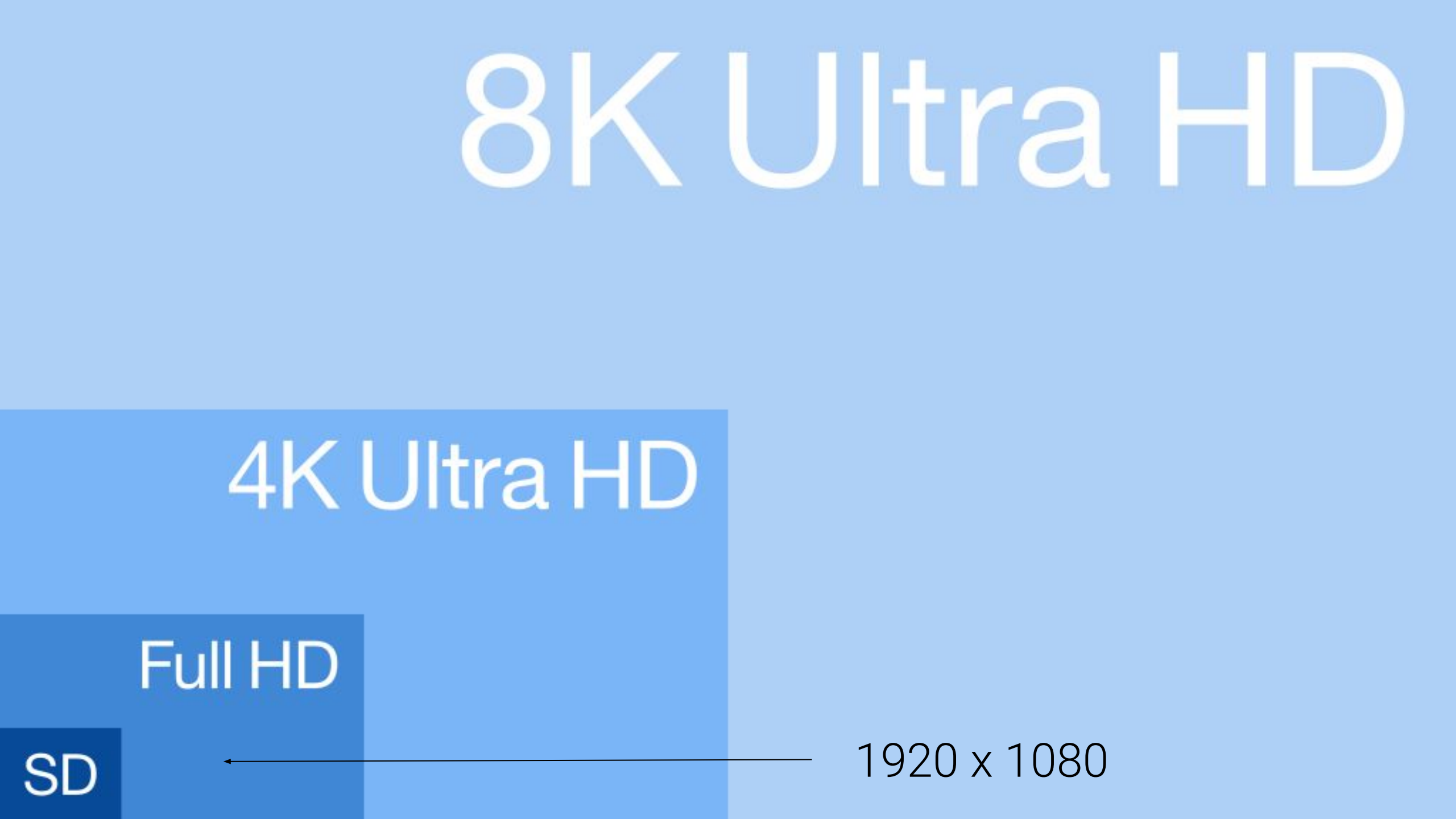
★★★★☆ 1 075

9,99€

Mini-S


JOBY

Recording Settings
Resolution and Framerate


8K Ultra HD
4K Ultra HD
Full HD
SD
1920 x 1080

8K Ultra HD

4K Ul HD

Full HD

SD

8K Ultra HD

4K Ultra HD

Full HD

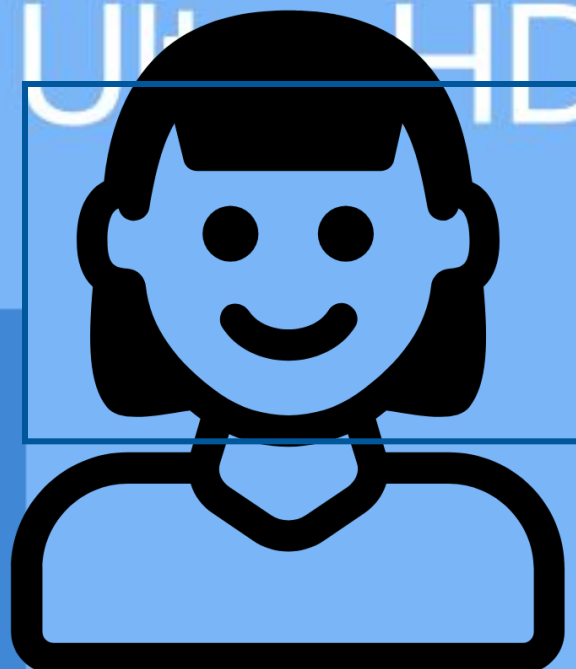
SD

8K Ultra HD

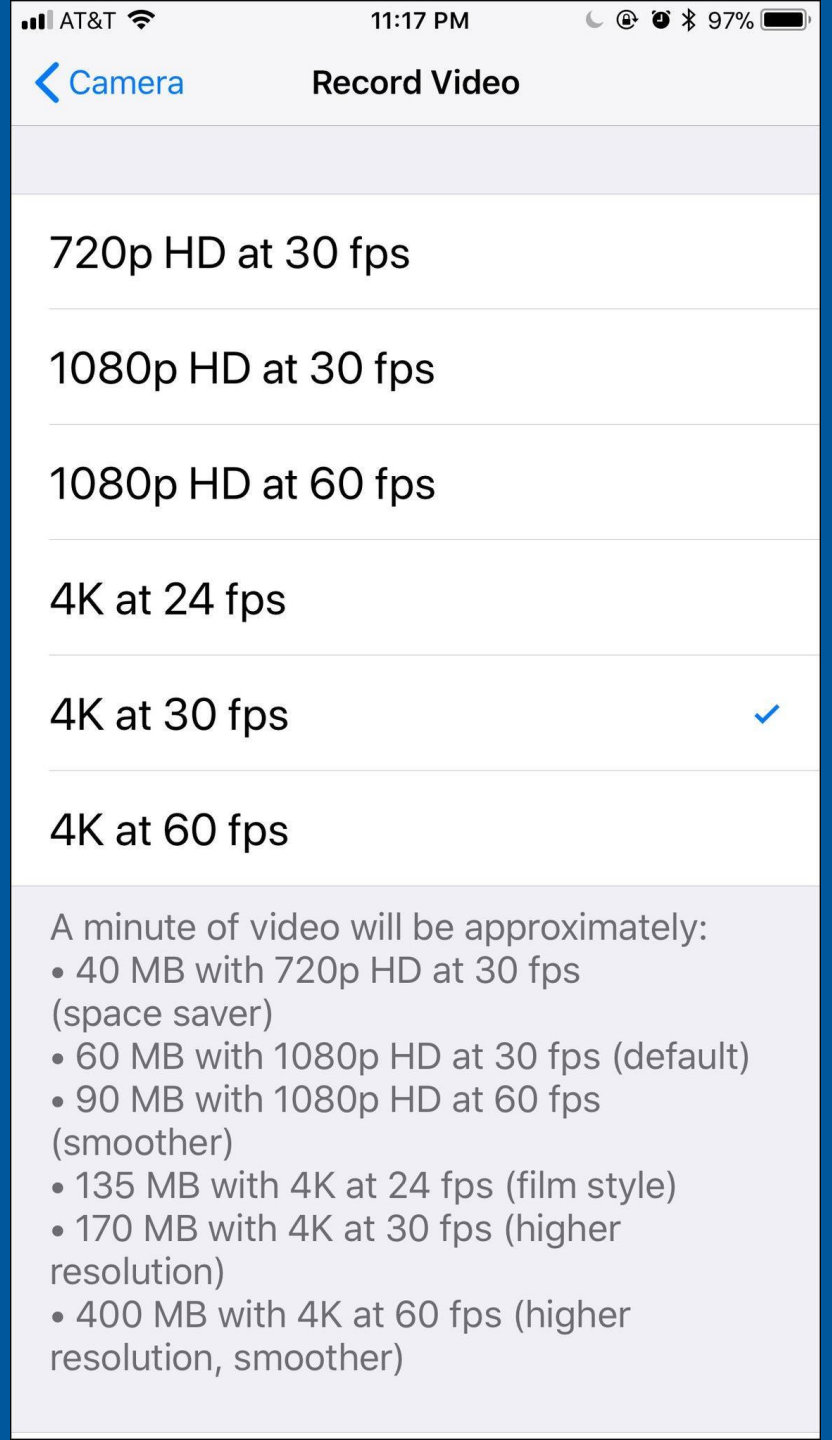
4K Ultra HD

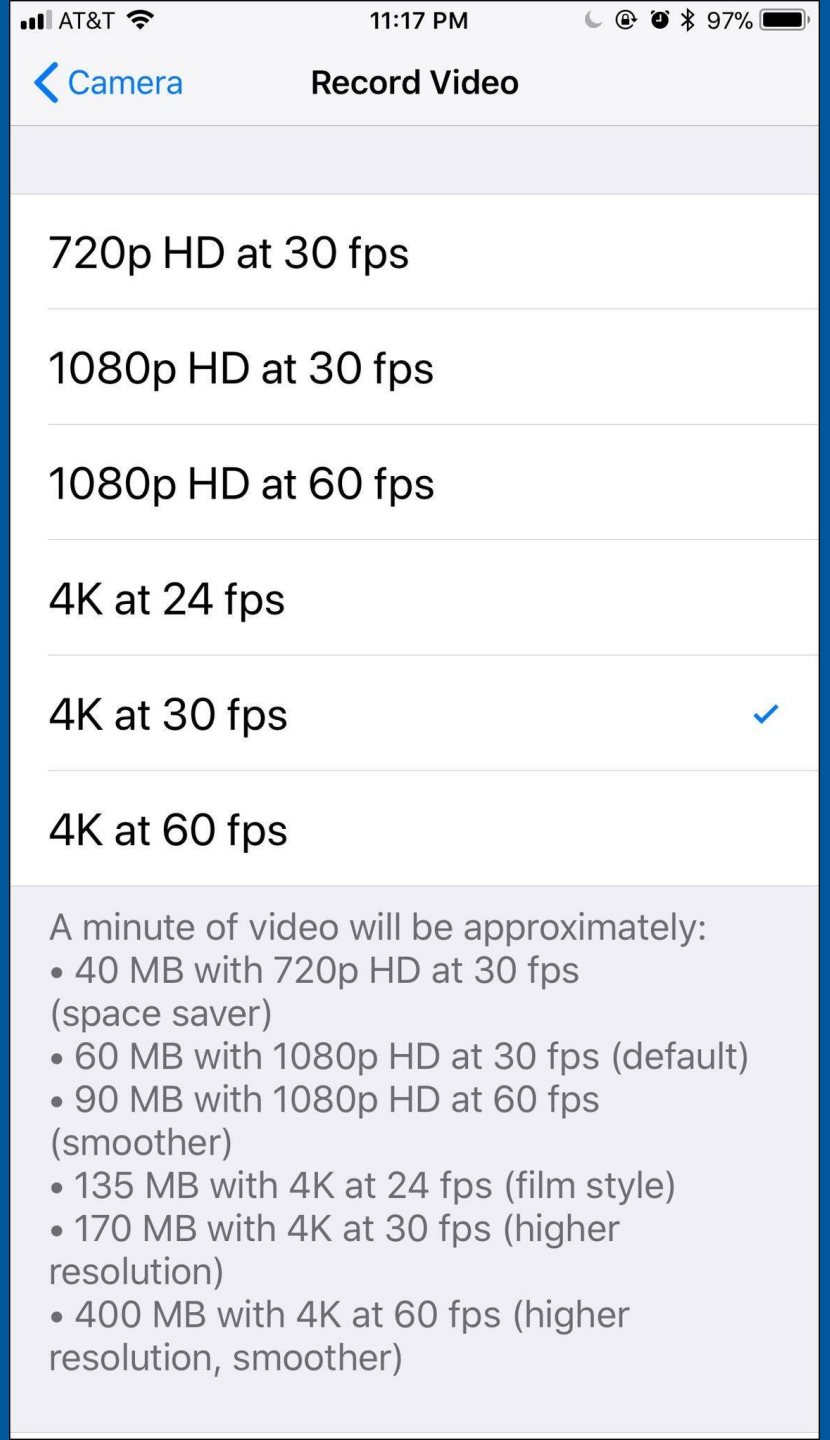
Full HD

SD



Framerate is expressed in **frames per second** (fps)




AT&T
11:17 PM
97%
Camera
Record Video
720p HD at 30 fps
1080p HD at 30 fps
1080p HD at 60 fps
4K at 24 fps
4K at 30 fps
4K at 60 fps
A minute of video will be approximately:
• 40 MB with 720p HD at 30 fps (space saver)
• 60 MB with 1080p HD at 30 fps (default)
• 90 MB with 1080p HD at 60 fps (smoother)
• 135 MB with 4K at 24 fps (film style)
• 170 MB with 4K at 30 fps (higher resolution)
• 400 MB with 4K at 60 fps (higher resolution, smoother)

When you’re shooting with audio (interview), always opt for 25 or 30 FPS at 1080p or 4K

Asynchronous video communication software

zoom

loom

P

Stability and framing
Light and mic
Battery life and RAM (storage)
Files can be uploaded/shared easily

Passez la souris sur l'image pour zoomer

Webcam 1080P, Webcam PC pour Ordinateur de Bureau et Portable USB, Mini-caméra vidéo Call-and-Play,Gaming Stream, Deux Microphones, Petite, Agile, Réglable(Noir 1)

Marque : Aiglam

4,1 étoiles sur 5 — 1 253 évaluations | 42 questions avec réponses

Amazon's Choice pour "webcam, caméra pc"

Prix: 28,32 € HT
33,99 € TTC
Tous les prix incluent la TVA.

Message promotionnel Economisez 8% sur Webcam lor... 1 promotion

Rode NT-USB Microphone Noir

Marque : Rode Microphones

4,5 étoiles sur 5 — 4 236 évaluations | 166 questions avec réponses

Prix conseillé ~~189,00 €~~ De quoi s'agit-il?
Prix de l'offre : 130,24 € HT
156,29 € TTC
Économisez : 32,71 € (17 %)
Tous les prix incluent la TVA.

Assistance produit Amazon gratuite incluse

Livraison GRATUITE (0,01€ pour les livres) **en point retrait.** Détails

Neufs & occasions (32) 136,11 € + Livraison GRATUITE

Marque Rode Microphones

P

zoom

loom

End Show Tips Swap Displays

00:00 | 00:00

Slide 4 of 8

Next slide

Click to add notes

“

Every age has its storytelling form.

– Andy Serkis

Establishing Shot

0:18 / 23:18
CC

ZOOM settings

Settings

- General
- Video
- Audio
- Share Screen
- Chat
- Background & Filters
- Recording
- Profile
- Statistics
- Keyboard Shortcuts
- Accessibility

Camera

FaceTime HD Camera (Built-in)

- [ ] Original ratio
- [x] HD
- [ ] Mirror my video

My Video

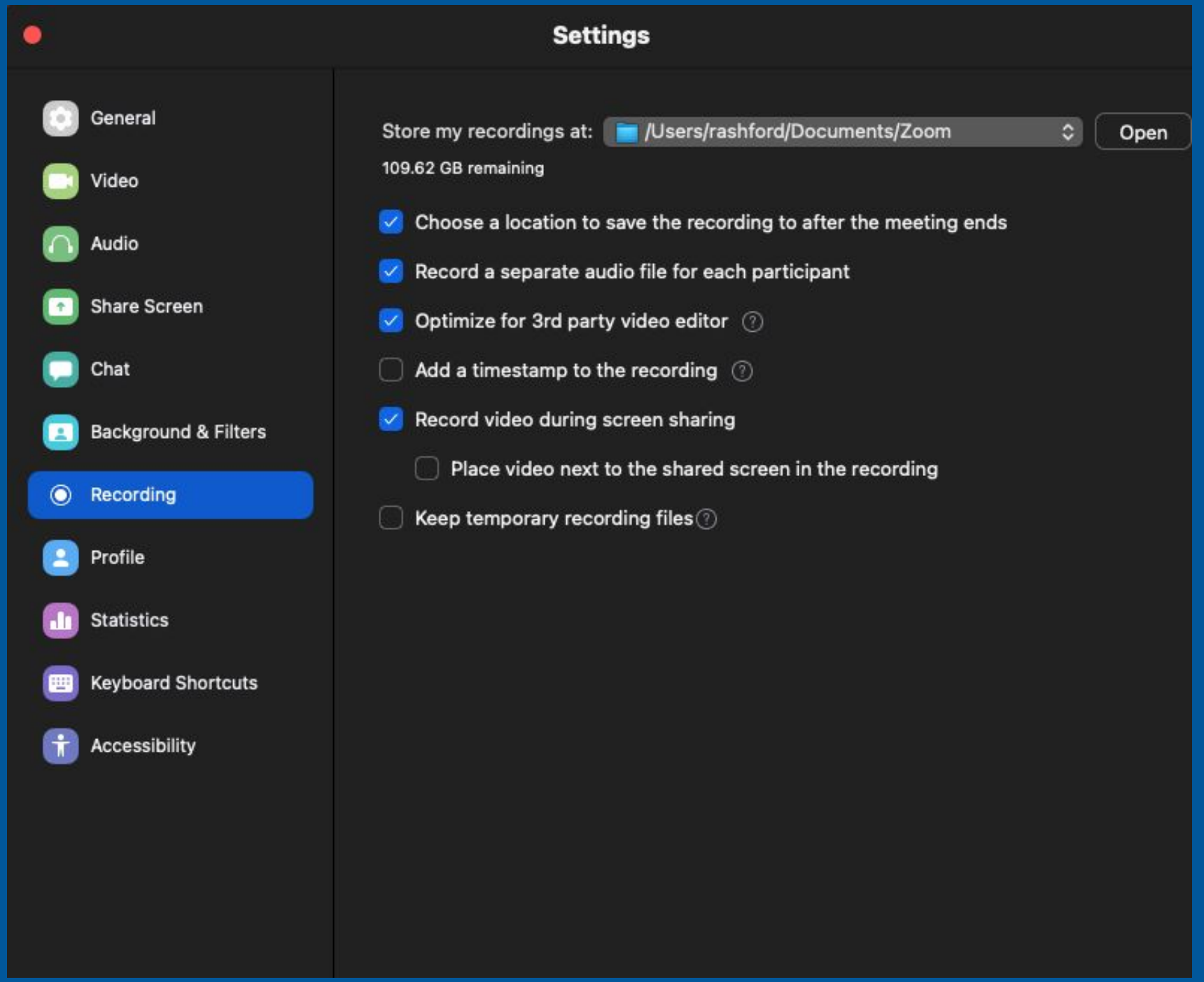
- [ ] Touch up my appearance
- [ ] Adjust for low light

- [ ] Always display participant name on their videos
- [ ] Turn off my video when joining a meeting
- [x] Always show video preview dialog when joining a video meeting
- [x] Hide non-video participants
- [ ] See myself as the active speaker while speaking

Maximum participants displayed per screen in Gallery View:

- (•) 25 participants
- ( ) 49 participants

Advanced

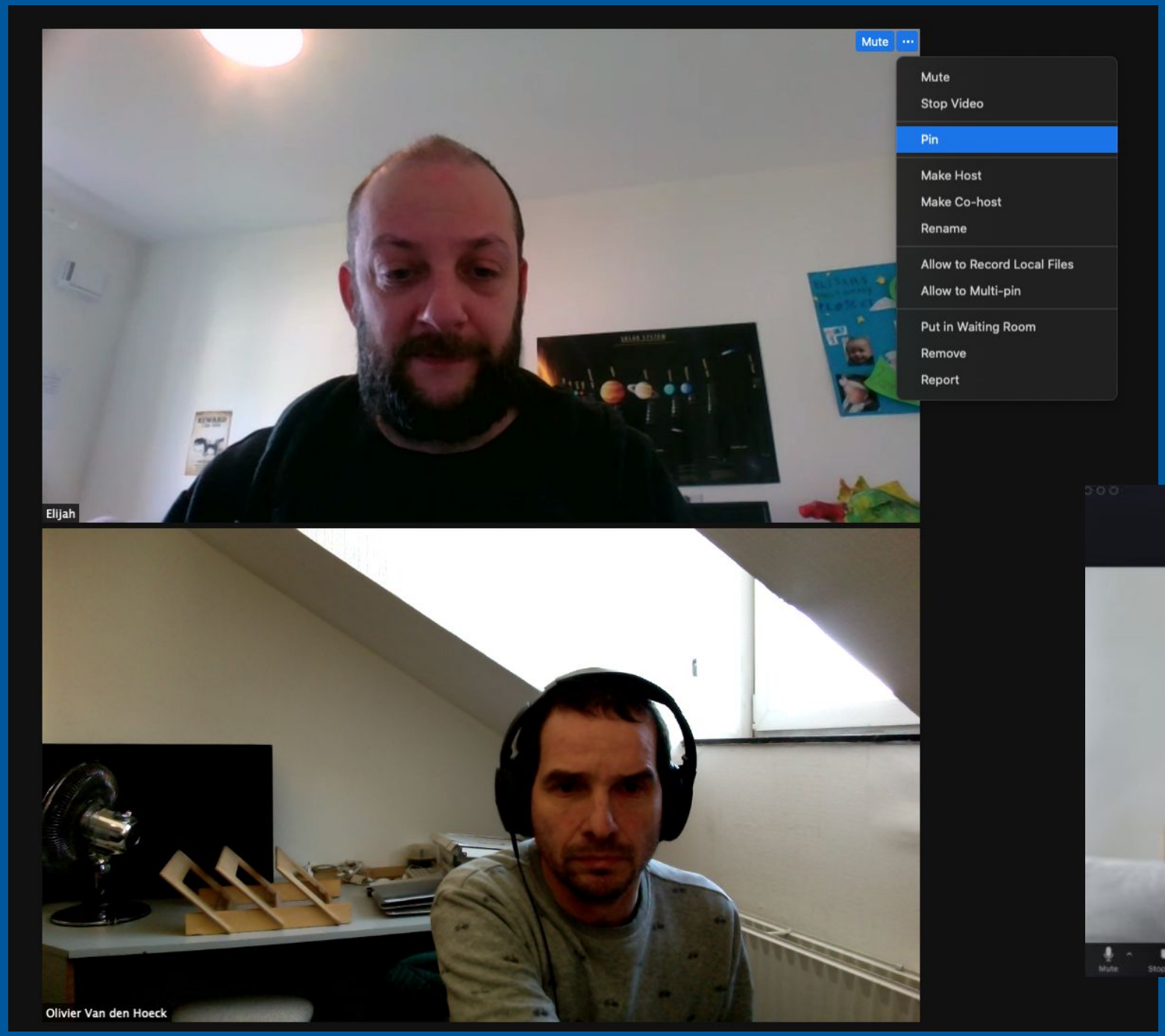

Settings
General
Video
Audio
Share Screen
Chat
Background & Filters
Recording
Profile
Statistics
Keyboard Shortcuts
Accessibility
Store my recordings at:
/Users/rashford/Documents/Zoom
Open
109.62 GB remaining
Choose a location to save the recording to after the meeting ends
Record a separate audio file for each participant
Optimize for 3rd party video editor
Add a timestamp to the recording
Record video during screen sharing
Place video next to the shared screen in the recording
Keep temporary recording files

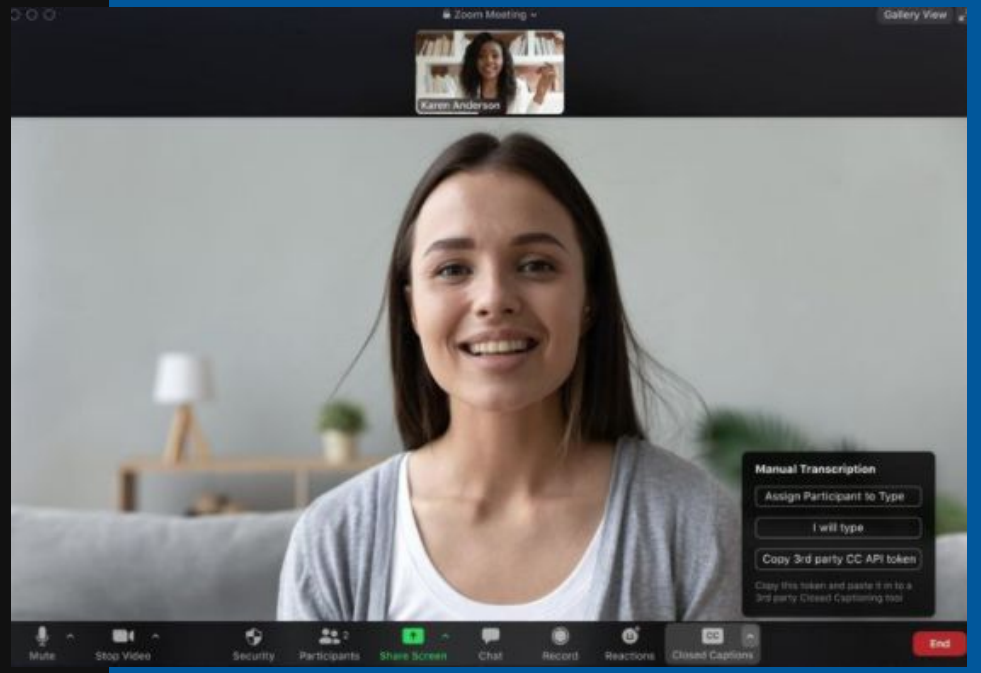
How is the lighting? (window or desk light - avoid backlighting)

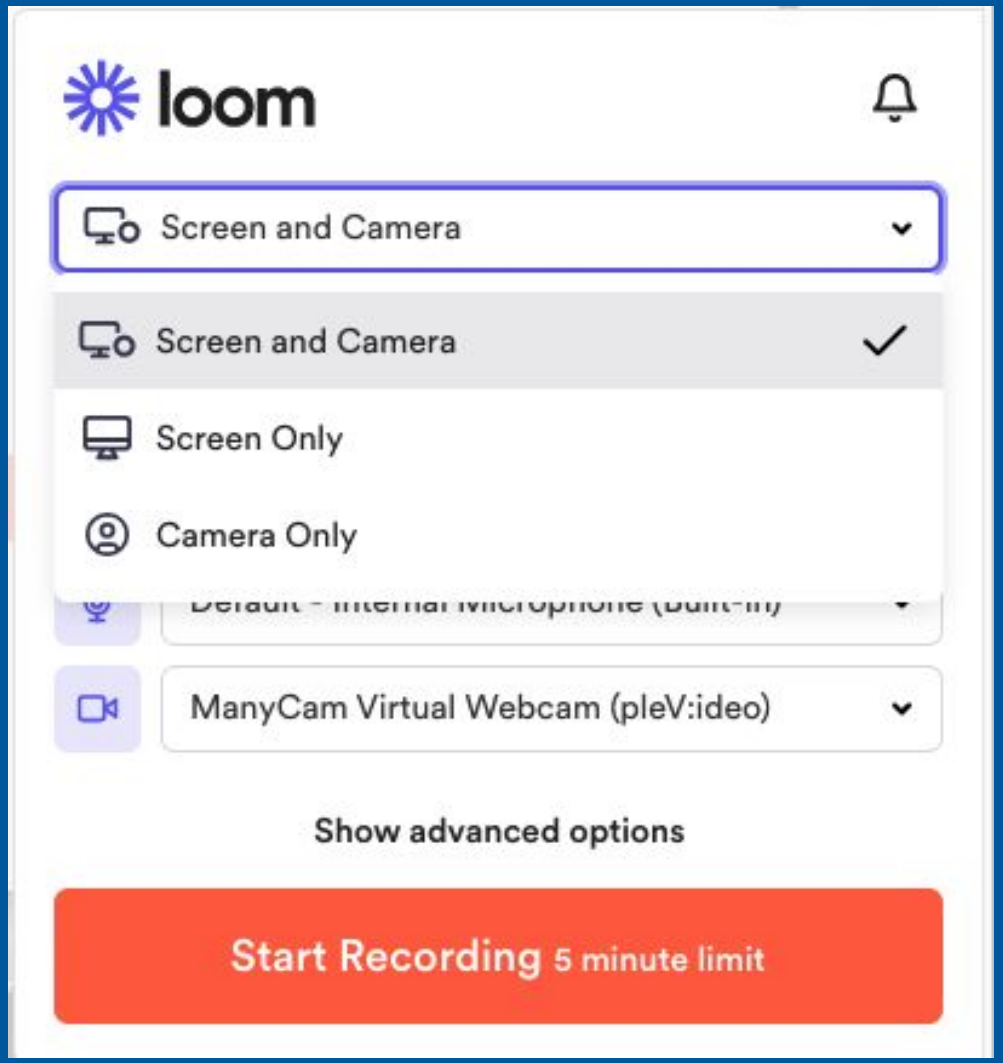
Is the background clean or cluttered?

Check framing (camera at eye level)

Do you have earbuds? (or other external mic)


Mute
Mute
Stop Video
Pin
Make Host
Make Co-host
Rename
Allow to Record Local Files
Allow to Multi-pin
Put in Waiting Room
Remove
Report
Elijah
Olivier Van den Hoeck


Zoom Meeting
Gallery View
Karen Anderson
Manual Transcription
Assign Participant to Type
I will type
Copy 3rd party CC API token
Mute
Stop Video
Security
Participants
Share Screen
Chat
Record
Reactions
Closed Captions
End


loom
Screen and Camera
Screen and Camera
Screen Only
Camera Only
ManyCam Virtual Webcam (pleV:ideo)
Show advanced options
Start Recording 5 minute limit

efficient remote work can be while also highlighting how important face-to-face meetings are for more creative and collaborative work.

What we'll see post-pandemic is a reexamination of when telepresence is sufficient and when in-person meetings are needed. Companies will choose to reduce office space's size (and expense), but we're likely to see most employers land on some hybrid work schedule. Many employees will be able to work from home while being expected to come in from time to time — but executives may be expected to mostly work from the office.

More workers are switching to freelancing; companies are increasingly engaging a global, liquid workforce.

Now that most companies have gone remote, leaders have been forced to focus on outcomes rather than time in the office. This puts freelancers on an ever more equal footing with traditional employees.

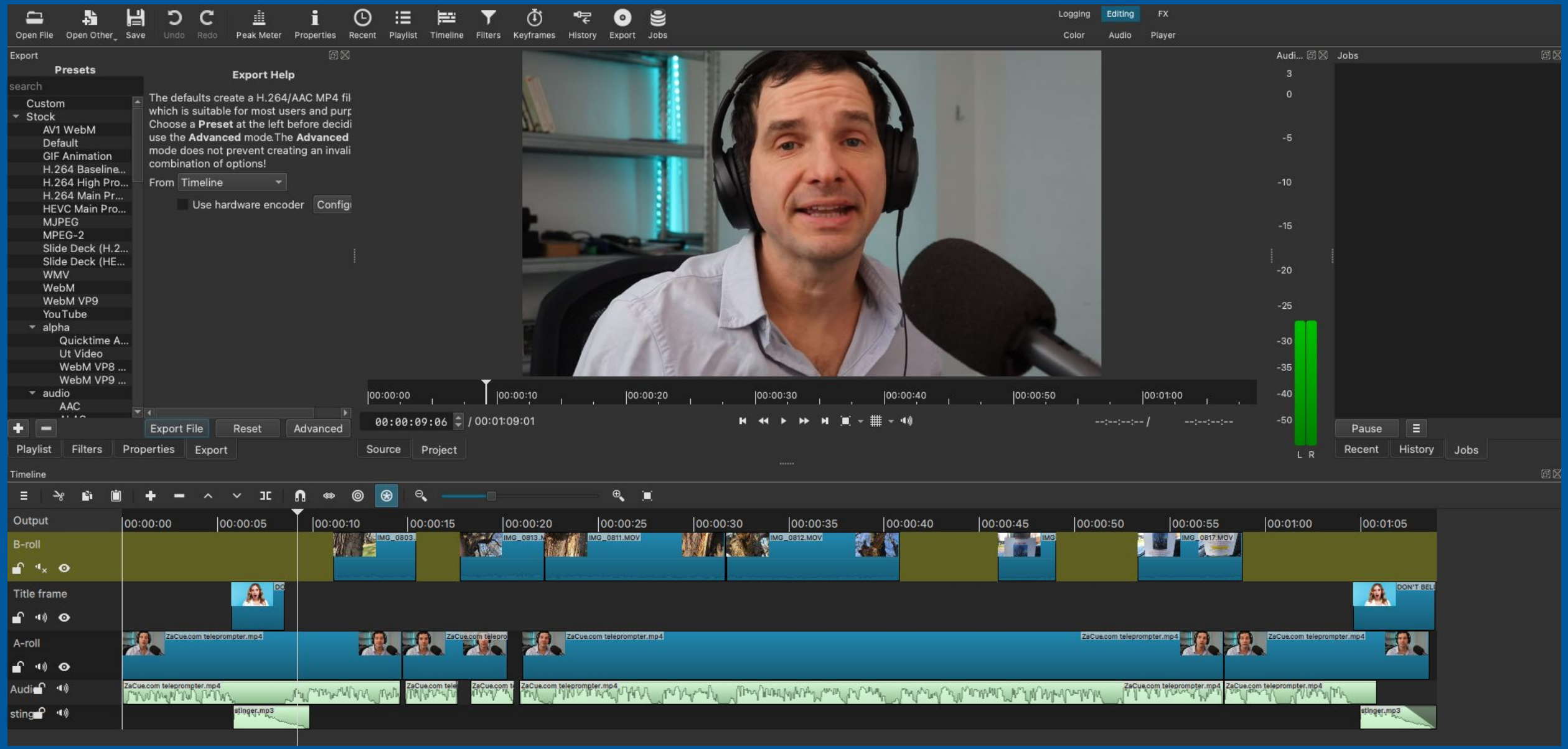
reover, many of those laid off during this pandemic are choosing to join the nomy instead of looking for traditional full-time employment during ging times. People are reevaluating whether employment provides "job y" and more people are concluding that self-employment — with multiple es of income — may be more secure than a traditional job.

4:34

Your company's workforce of the future will include a greater percentage of 1099

Making a video A-Z

A-roll • B-roll • Graphics


Open File
Open Other
Save
Undo
Redo
Peak Meter
Properties
Recent
Playlist
Timeline
Filters
Keyframes
History
Export
Jobs
Logging
Editing
FX
Color
Audio
Player
Export
Presets
search
Custom
Stock
AV1 WebM
Default
GIF Animation
H.264 Baseline...
H.264 High Pro...
H.264 Main Pr...
HEVC Main Pro...
MJPEG
MPEG-2
Slide Deck (H.2...
Slide Deck (HE...
WMV
WebM
WebM VP9
YouTube
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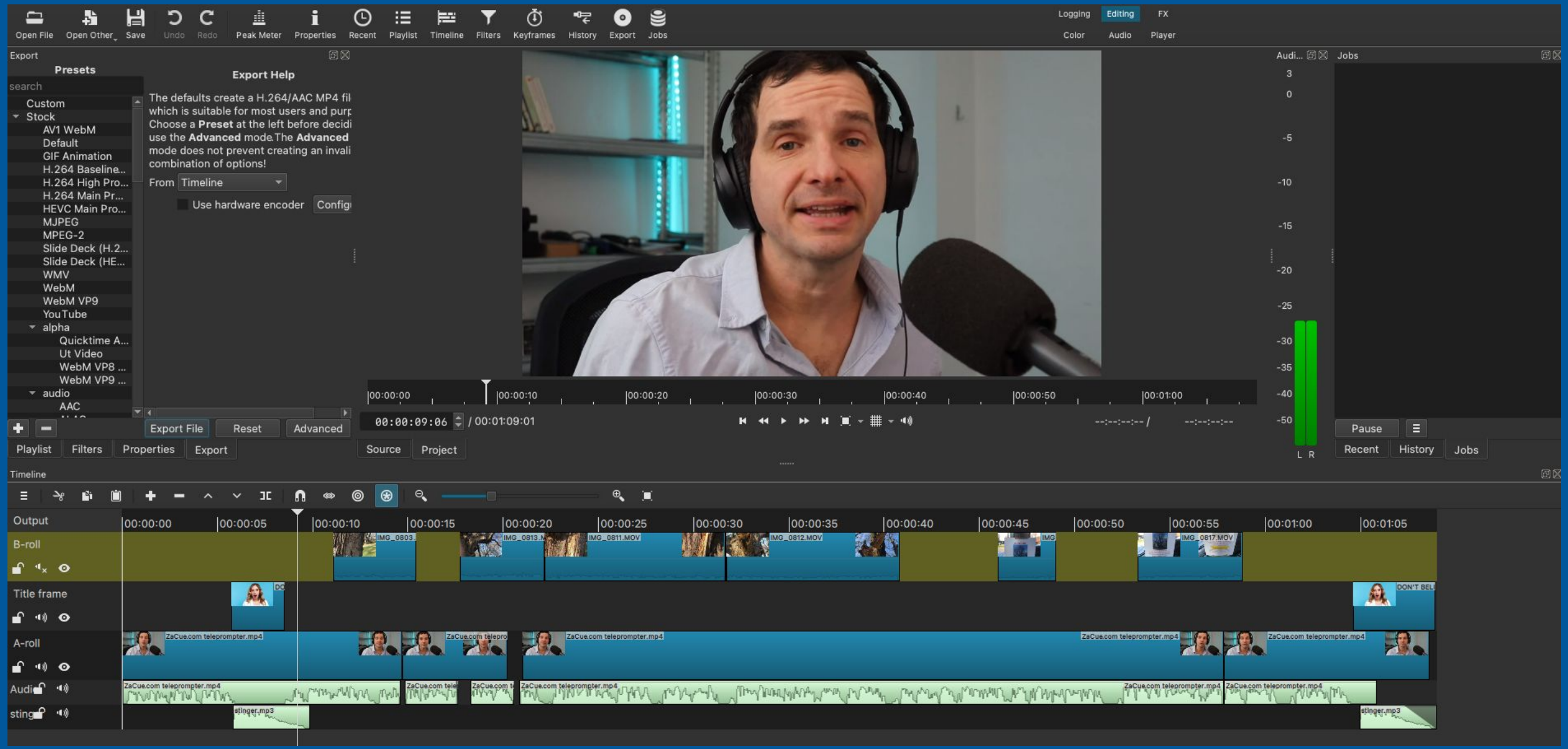
A-ROLL

1. **write** your **script** (130 words=1 min of video)
2. Feed it into a free browser-based **teleprompter** (ZaCue.com)
3. **Record** yourself with **PC webcam/mic** or (optionally) **external camera** and **external microphone**, using the native camera app on PC (Quictime on Mac)
4. Open the file with your **video editor** (ShotCut or Adobe Premiere)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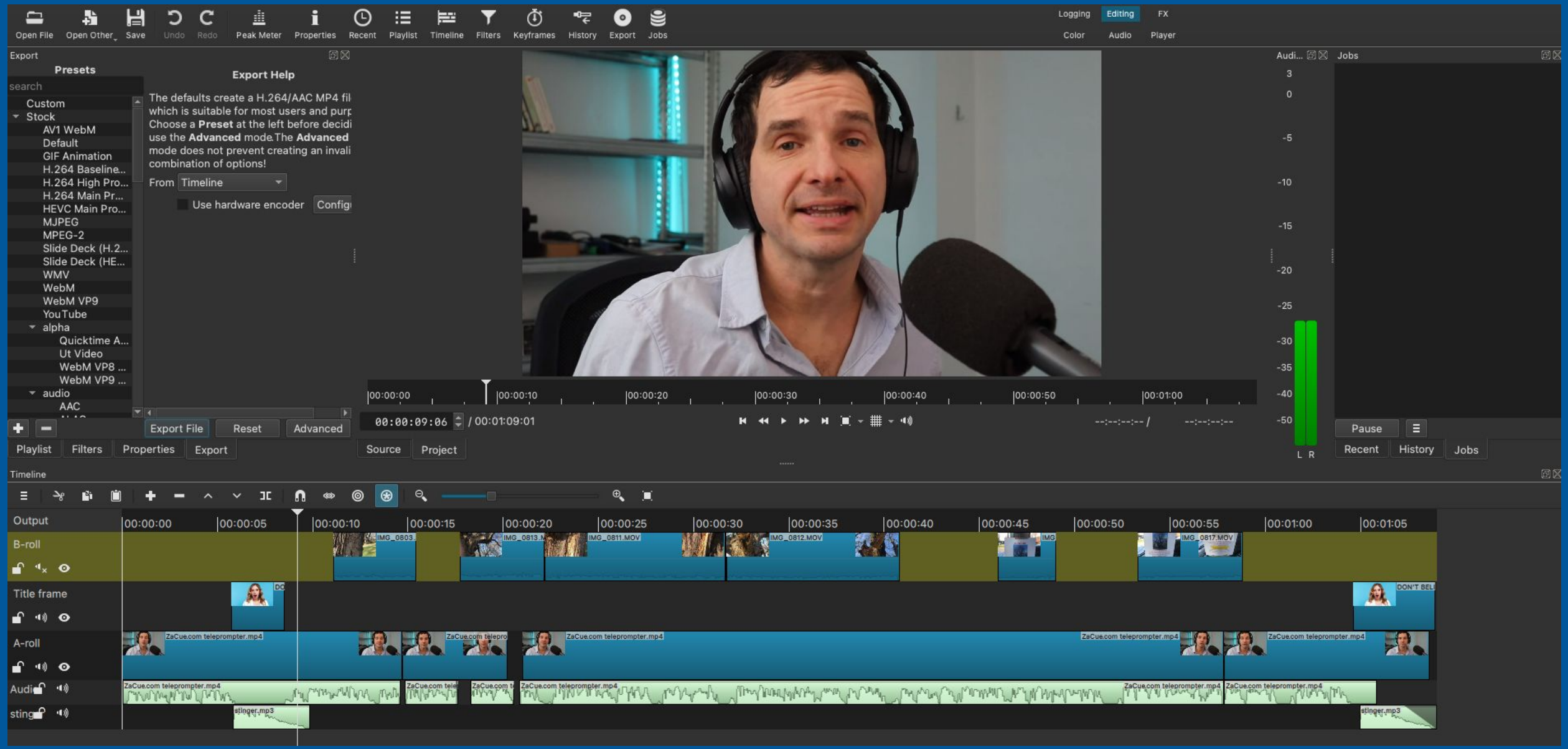
B-ROLL

1. go snap video with your **phone** or **screen capture docs**, **images** online or from your files,...
2. Create a **new track** in your **video editor** project and layer B-roll above your A-roll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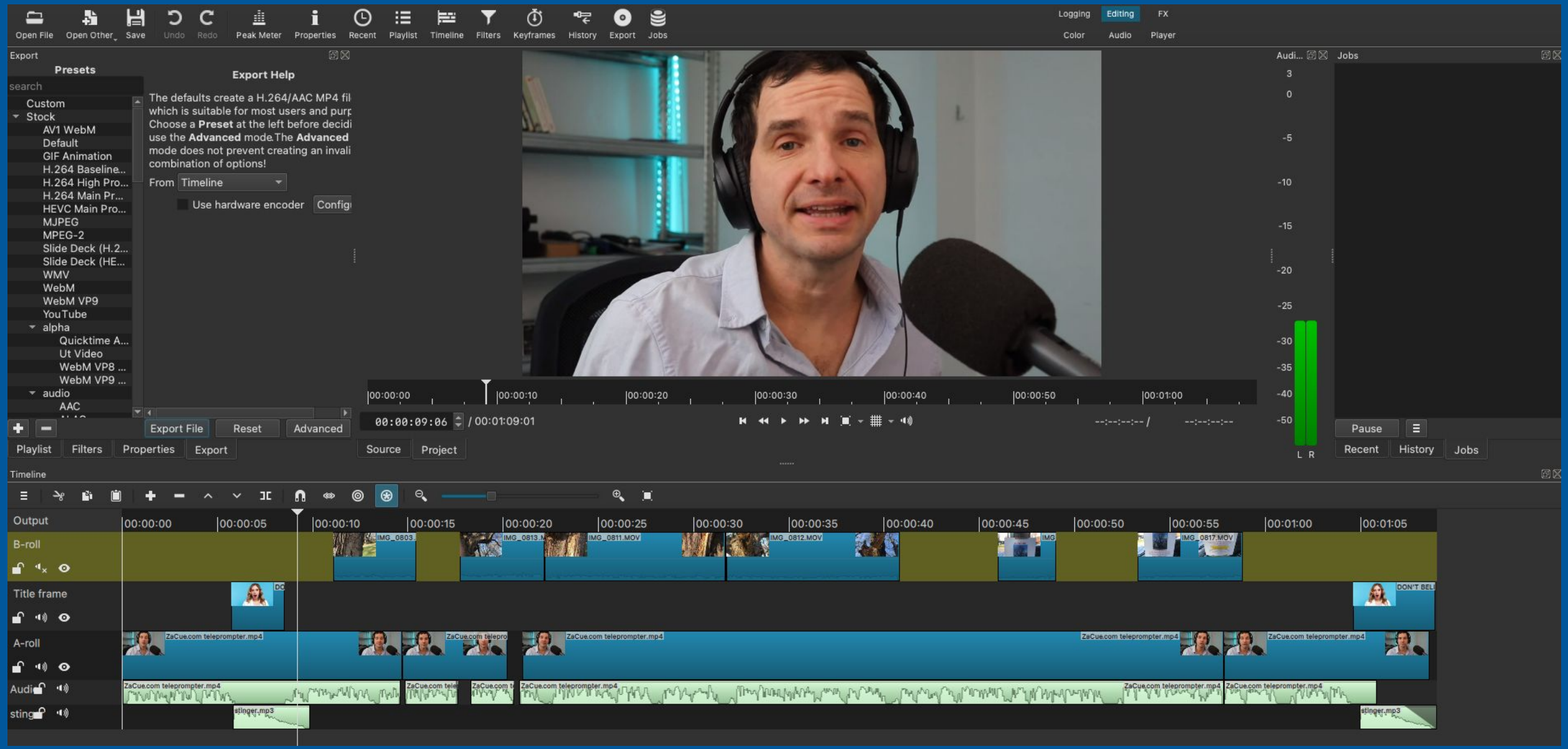
GRAPHICS

1. Use **CANVA** (free plan on canva.com) to create **animated title frames** and other **graphics** to overlay on your video
2. Create a **new track** in your **video editor** project and layer graphics above your A-roll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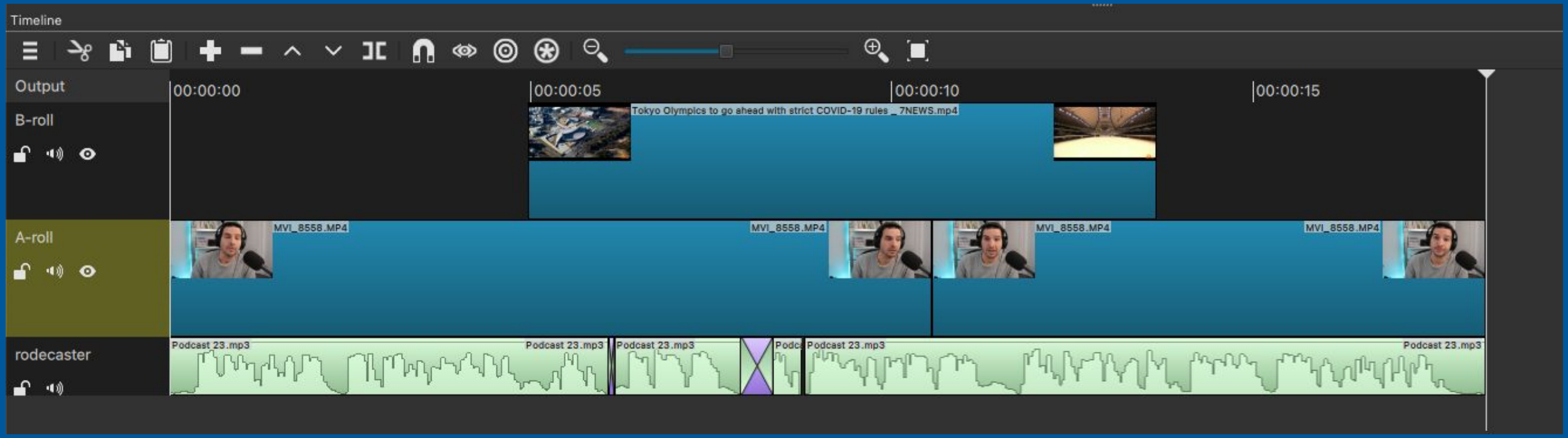
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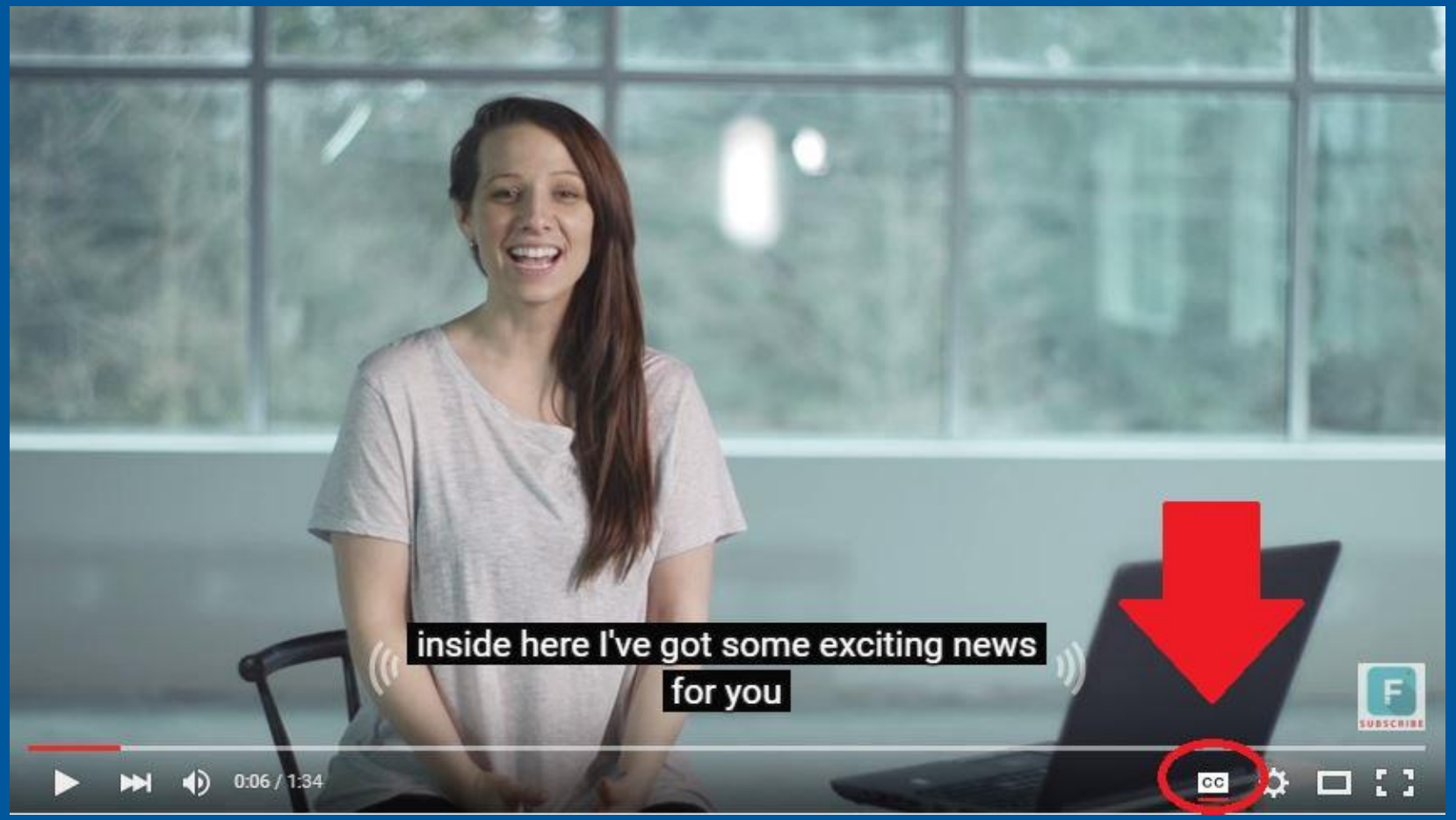
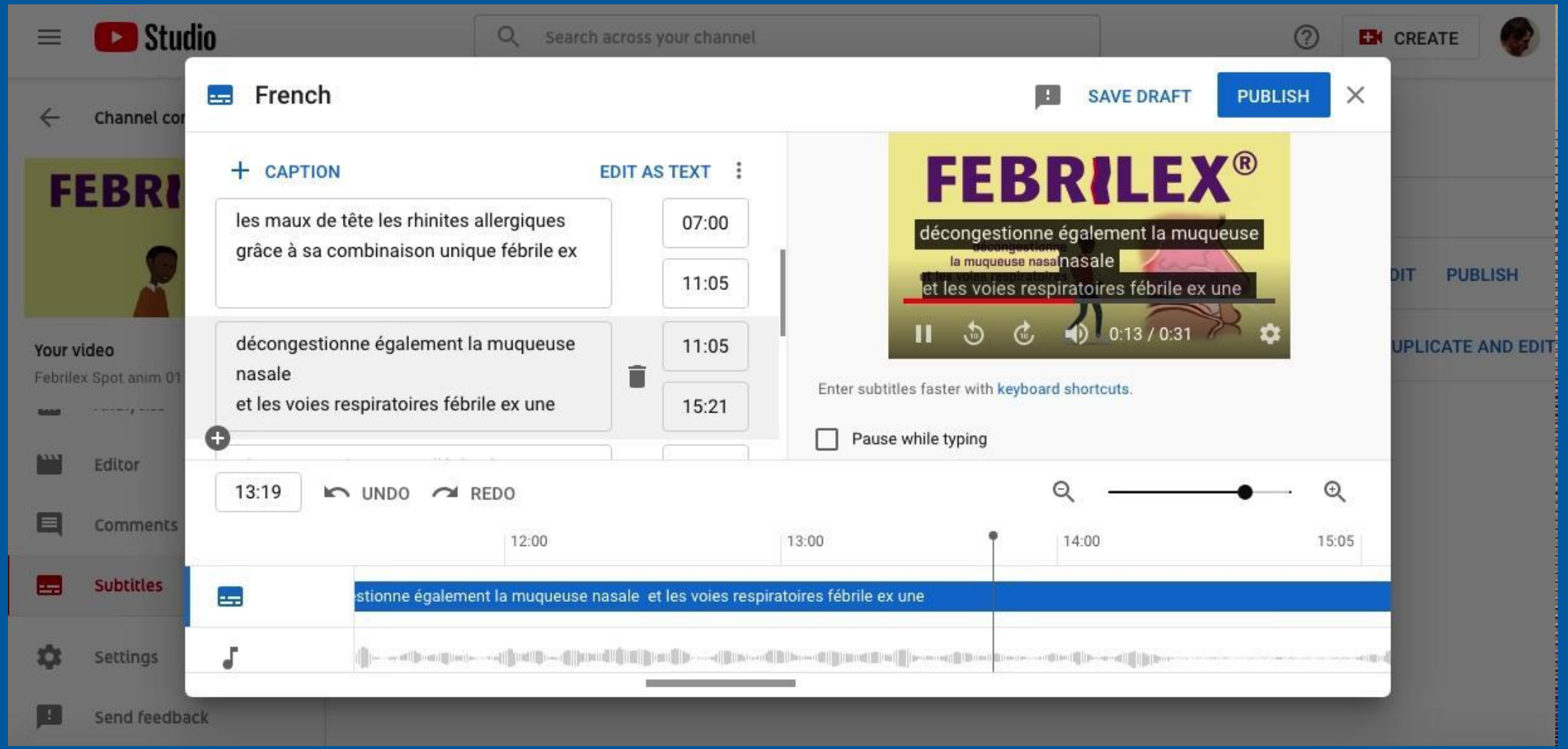
80% of social videos are watched on mute

Closed Captions

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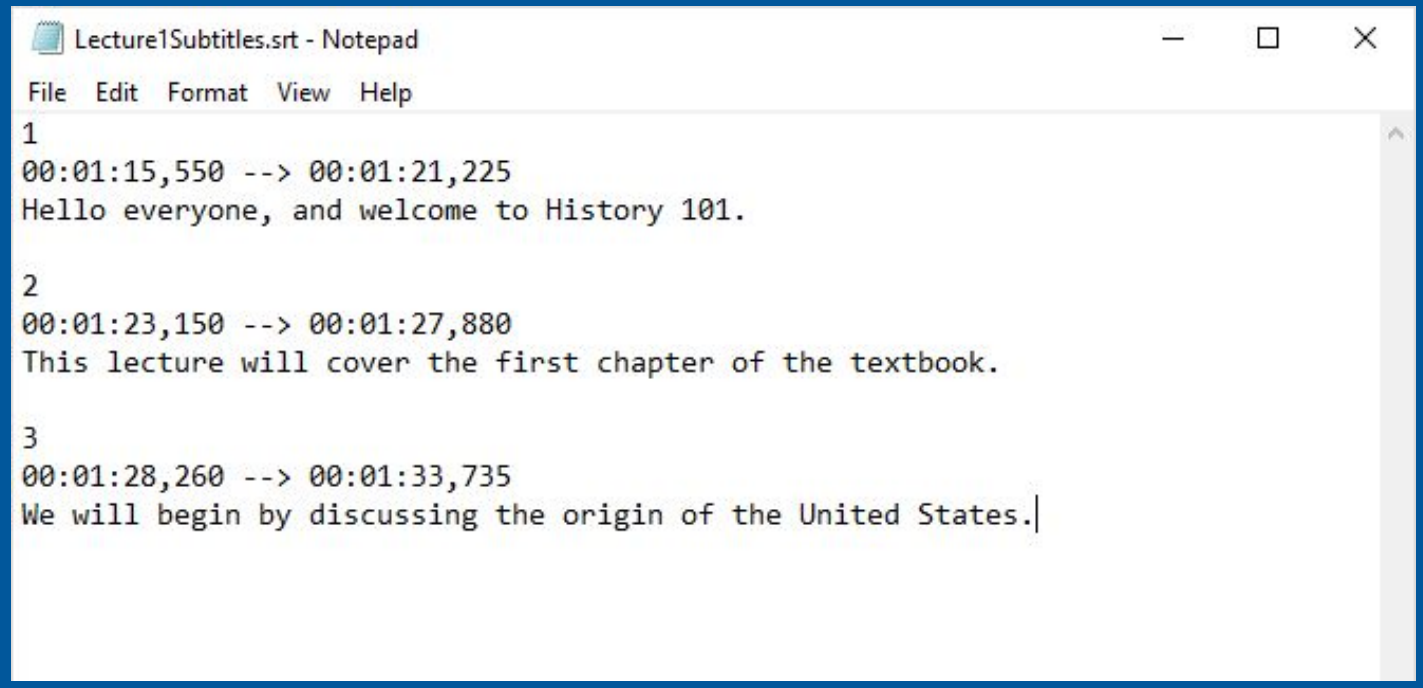
PUBLISH
UPLICATE AND EDIT

What is an SRT File?

An SRT file (otherwise known as a SubRip Subtitle file) is a plain-text file that contains critical information regarding subtitles, including the start and end timecodes of your text to ensure your subtitles match your audio, and the sequential number of subtitles.

It's important to note, an SRT file is just a text file you would use alongside video or audio -- it does not also include the video or audio you're subtitling.



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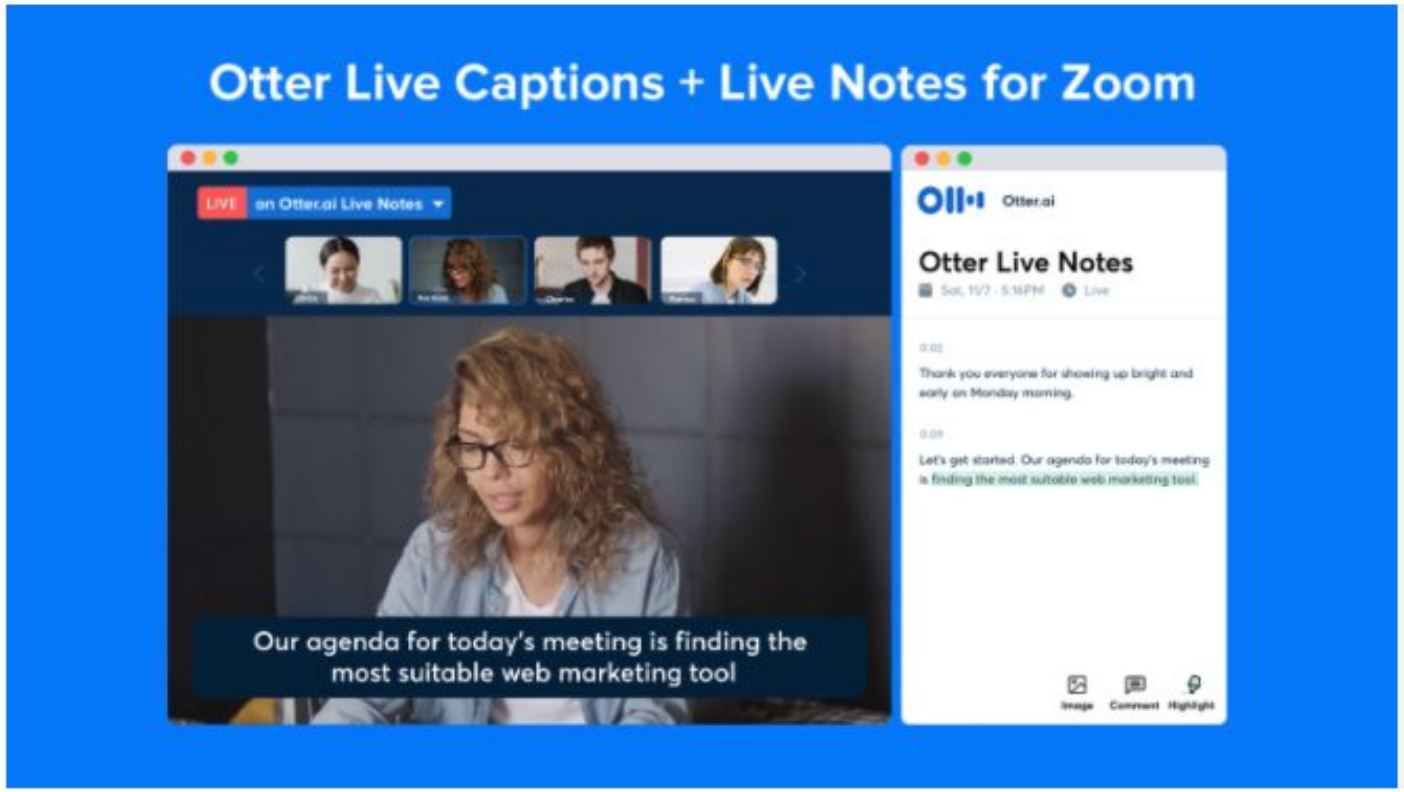
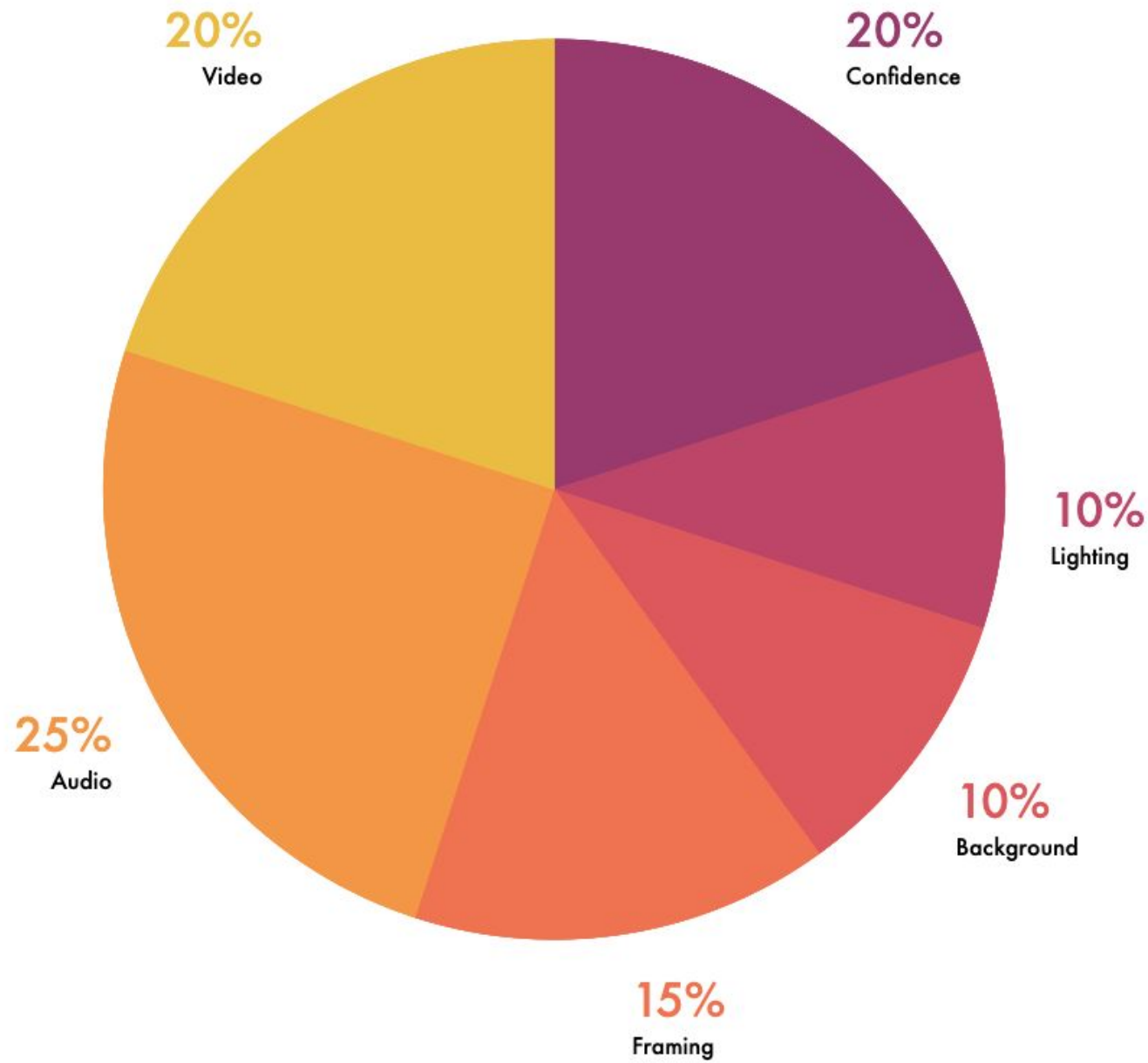


Live transcribe Zoom with Otter.ai

12.APR.2020 . 7 MIN READ

Confidence building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Video
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Audio

Some final tips to remember:

Book a quiet room 30-60 min ahead of your shoot with talent, so that you can be comfortable and ready to REC when talent arrives.

Record a short test file to check video and sound quality; it's a practice round for you, and it will help the subject relax.

Back up to the cloud immediately.

Thank You!

Presentation by John Janssens

Videographer, video and virtual events producer
Based Brussels, Belgium

https://www.linkedin.com/in/johnjdv/