

# Creating Engaging Videos Using A Smartphone



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**Cooperative Extension**  
Tribal Extension Programs



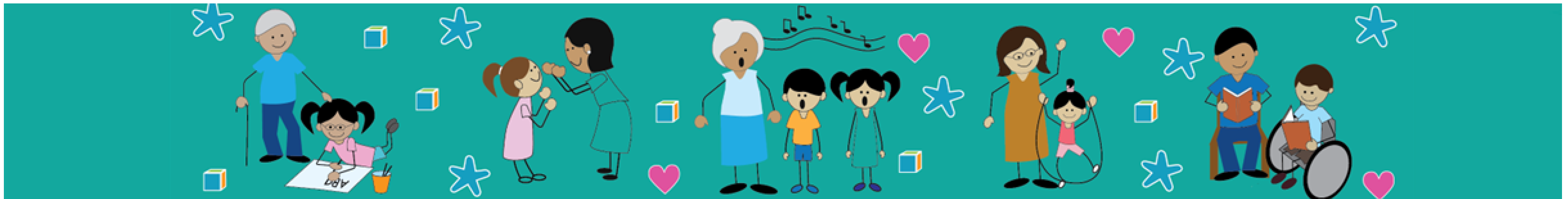
# Gowa: Teachable Moments for Apache Children



[www.extension.arizona.edu/Gowa](http://www.extension.arizona.edu/Gowa)  
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# Introduction

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Creating engaging videos starts with a good plan and feeling comfortable with the fundamentals of lighting and recording audio. These basics provide the foundation for creating great videos using the equipment you already have.

This workshop will also cover:

- Troubleshooting recording issues.
- The basics of video editing.
- Finding free graphics that avoid copyright infringement.

We will end the session by discussing what your first purchases could be to improve your videos.



# CREATING A VIDEO

1

## PLAN

Create a **storyboard** and **script** so the video has a clear message.

2

## FILM

Film in a space that is **quiet, lit well** and **fits your video's theme**. Film multiple takes and don't worry about making mistakes.

3

## GRAPHICS AND AUDIO

Pick resources that **support** your key messages.

4

## EDIT

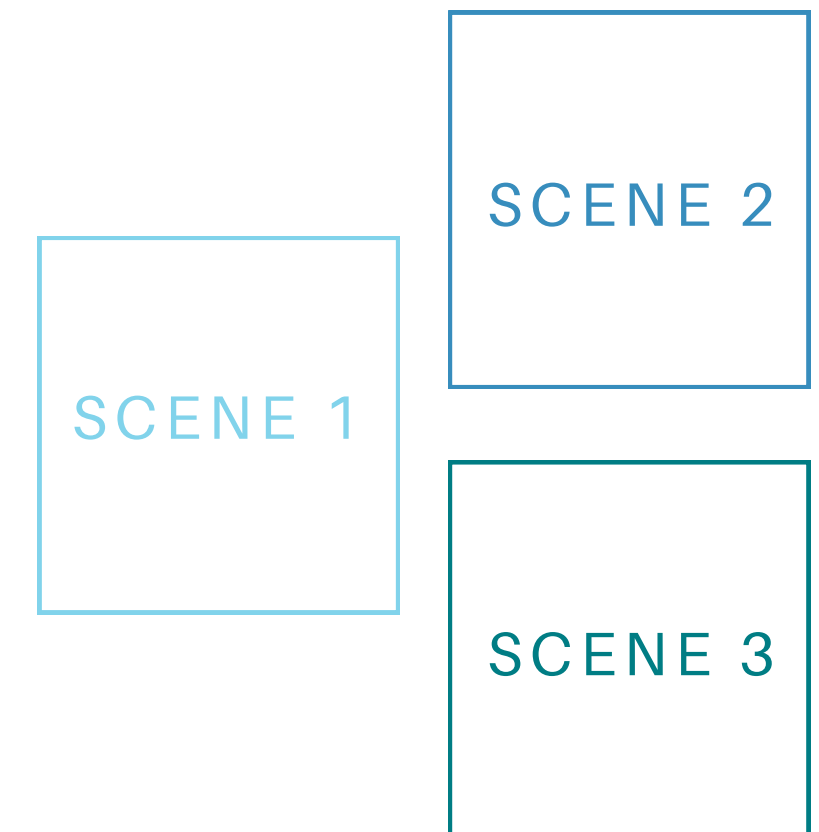
The goal of editing is to **remove mistakes, keep the video engaging** and **add graphics or text**.



# 1

## Plan your video using a script and storyboard

- A **storyboard** helps organize your ideas. Each box shows an important part of your video and how it will be communicated.
- Start the storyboard process by deciding the:
  - **objective** - main goal of the video.
  - **key messages** - important information your audience should take away.
  - **target audience** - type of person the video is for (be specific).
  - **distribution** - where and how the video will be shared (this impacts length).



Work through questions 1-3 in the Creating a  
Storyboard handout

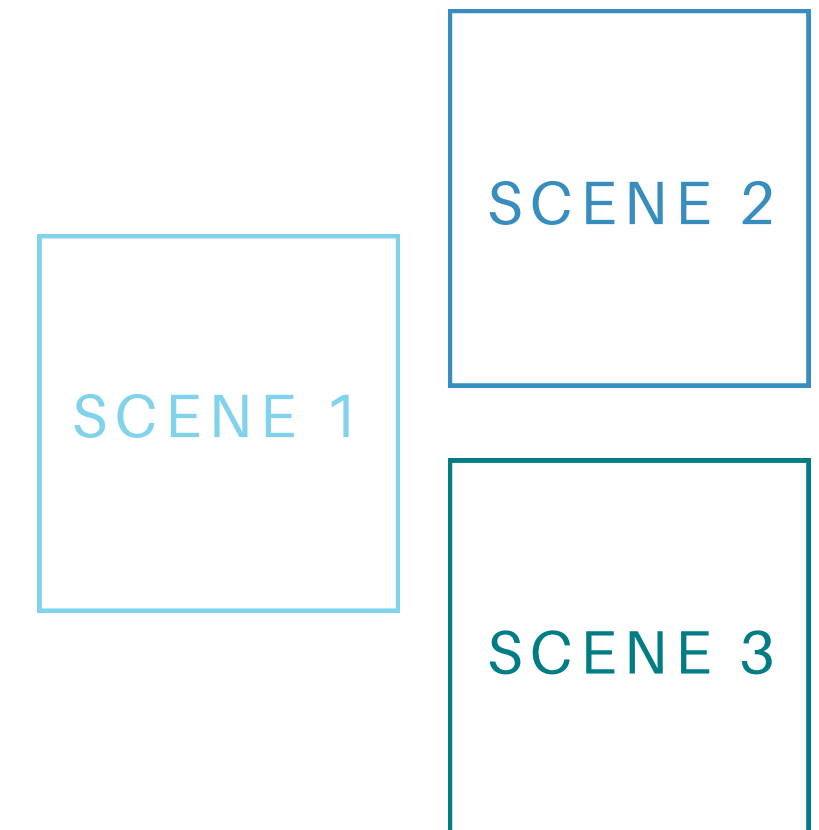
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# 1

## Plan your video using a script and storyboard

- Keep your storyboard **simple** drawing pictures that outline:
  - Who and what is in the scene.
  - Action being performed.
  - Script summarizing what is being said.
  - Text and graphics that will be displayed on the screen.
- Think about how you will edit the video and quirks about your editing program.
- Show your storyboard to someone and see if they can name the objective and key messages of your video. Make changes from their feedback.



Complete and share your storyboard from the  
Creating a Storyboard handout

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## 2

# Capturing high-quality audio

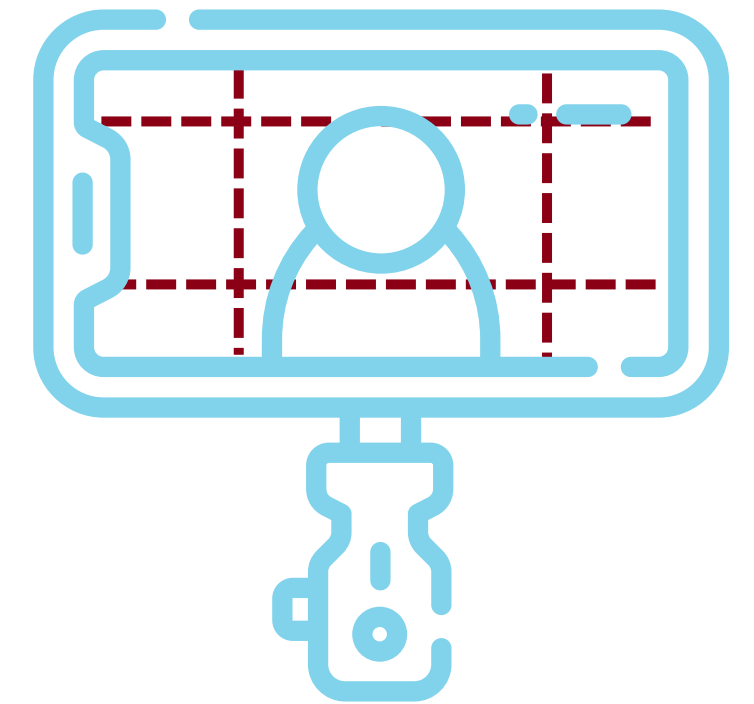
- Audio is **MORE** important than video and is difficult to fix later.
- Film in a **quiet place** that has **lots of soft surfaces** to reduce echo and noise.
- Put the microphone as **close** to you as possible.
- **Listen back to your recording** and pay close attention to distracting noises.



## 2

# Capturing high-quality video

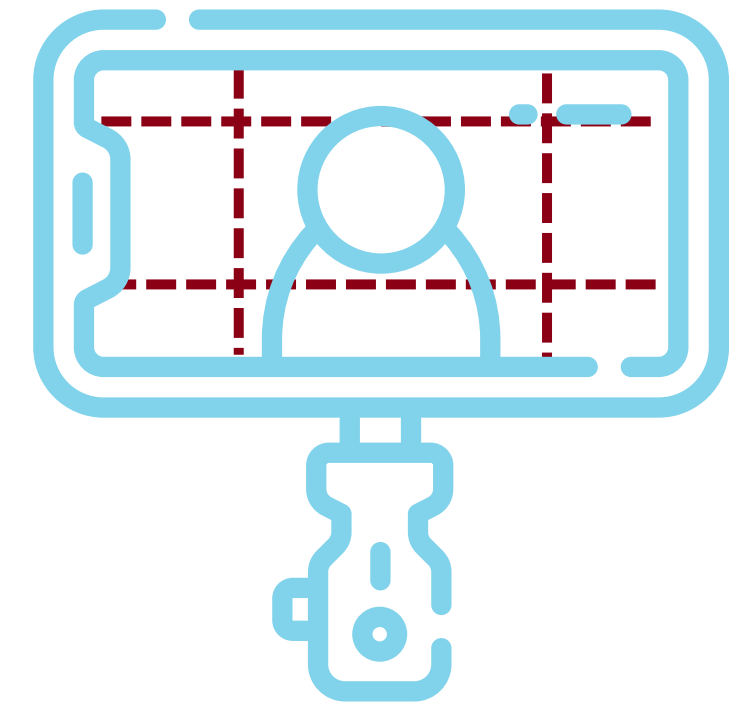
- Film in a place that has lots of **natural light**, with most of the light shining **on the front of your body and face**. You can use white foam board to direct light.
- Film in a place that **matches your video's theme** and is **not distracting** to the viewer.



## 2

# Capturing high-quality video

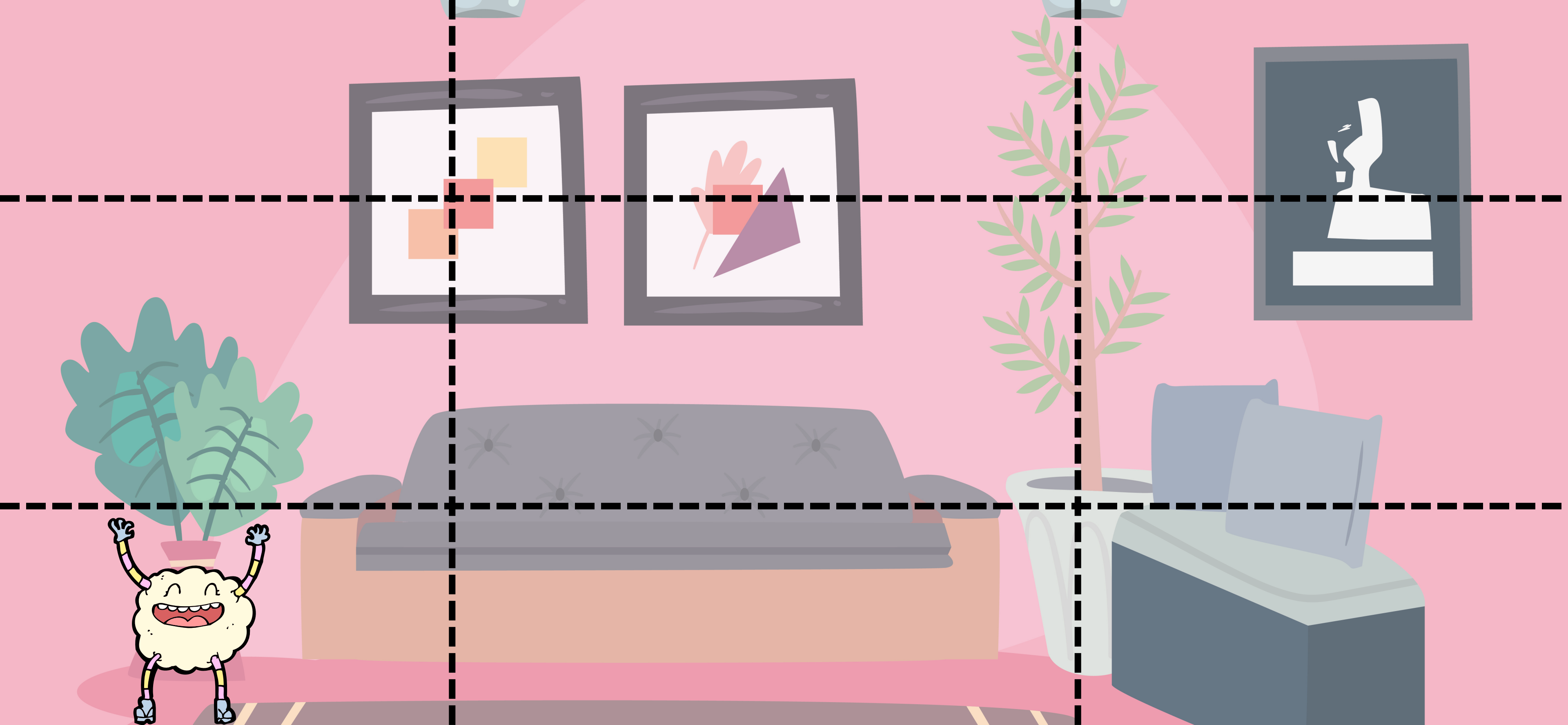
- Pay attention to where you are in the frame but also what is behind you. Leave space around yourself to display the background and follow the "rule of thirds."
- Orientation of your phone while filming matters.
  - **Horizontal** - use most often, good for videos on YouTube, some social media and events.
  - **Vertical** - film vertically if you'll only use video for social media.





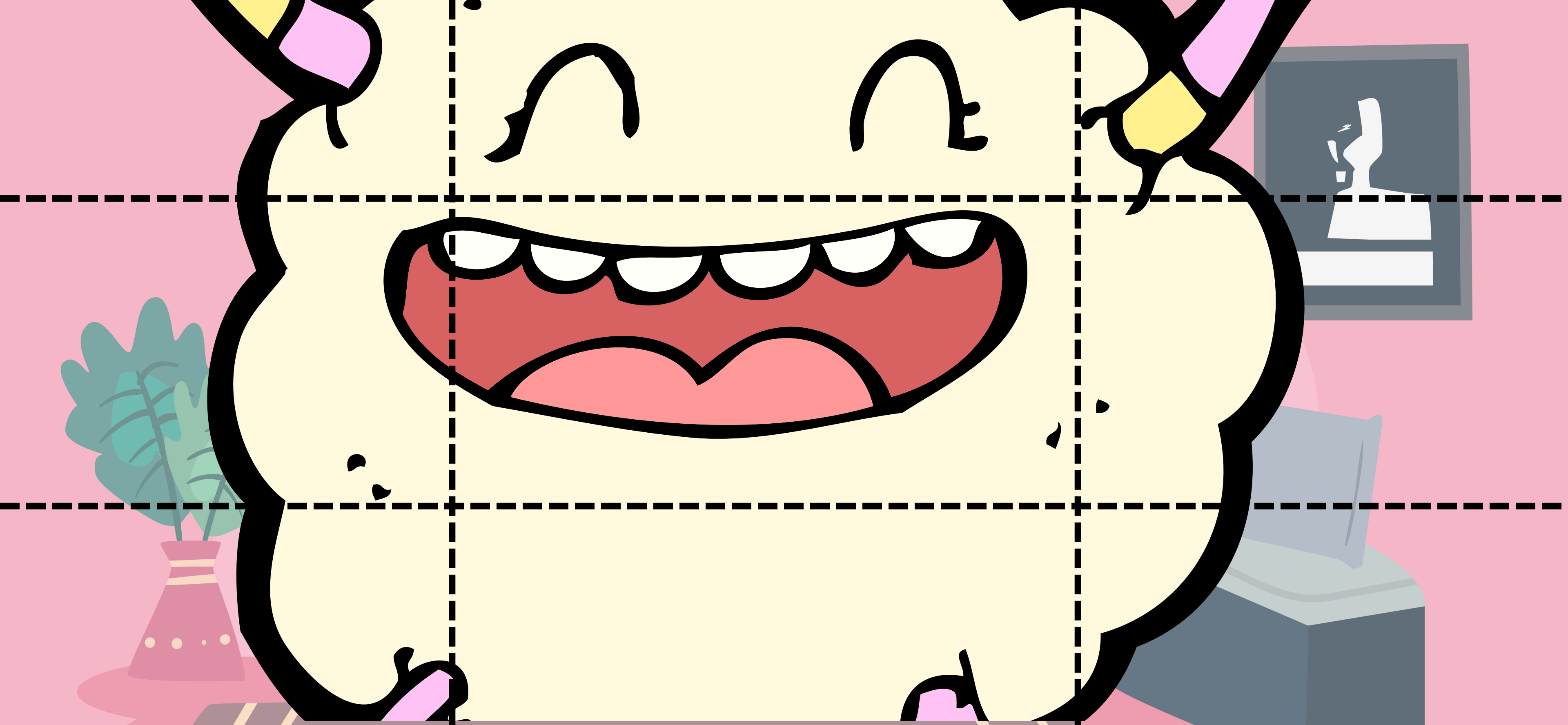
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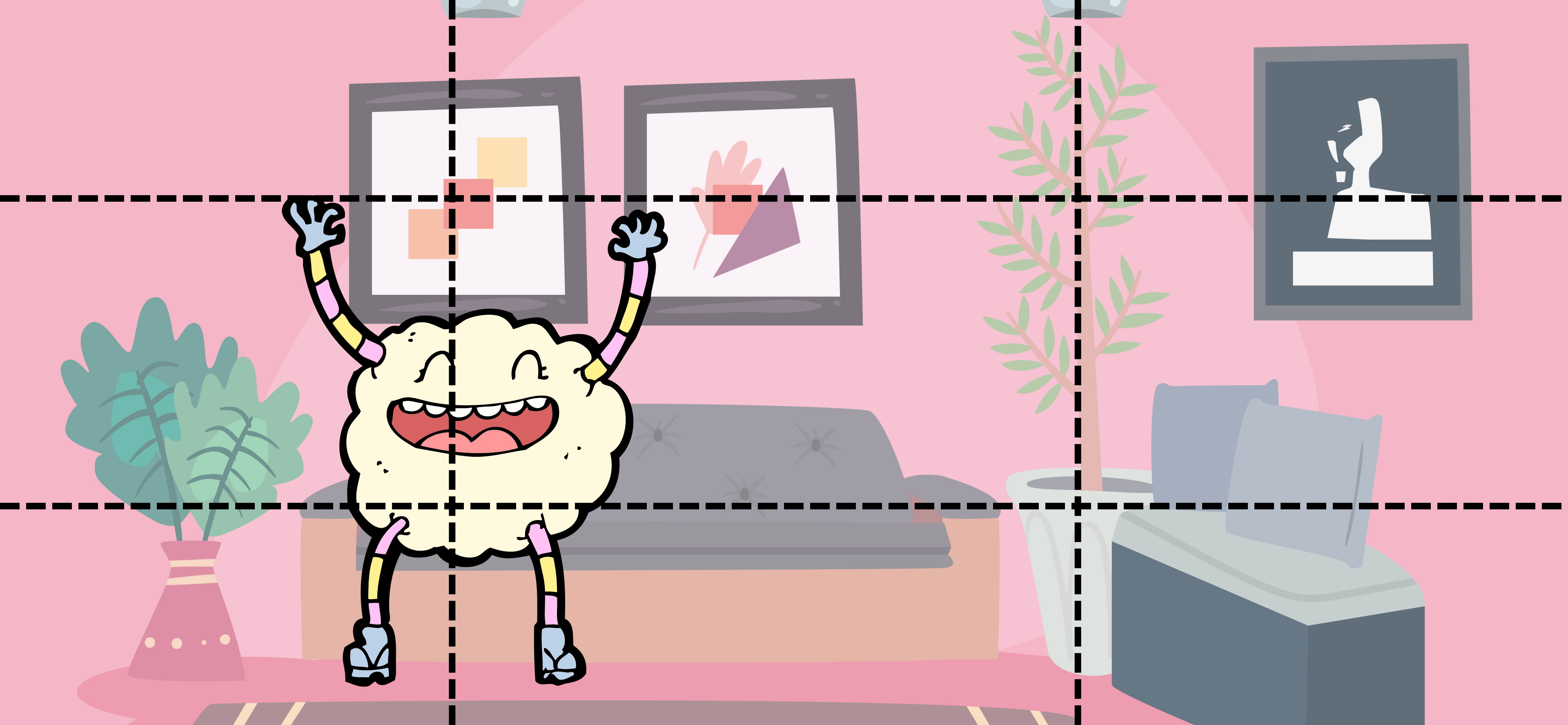
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# 3

## Understanding copyrights

- It is your responsibility to **understand permissions** and **licenses** of the resources you use.
- When picking resources, look for phrases such as:
  - Free for personal and commercial use
  - No attribution required
  - CC or creative commons license (<https://creativecommons.org/licenses/>)
  - Public domain
- Checking the "about" or "pricing" pages for websites is helpful.





# 3

## Graphics and music resources

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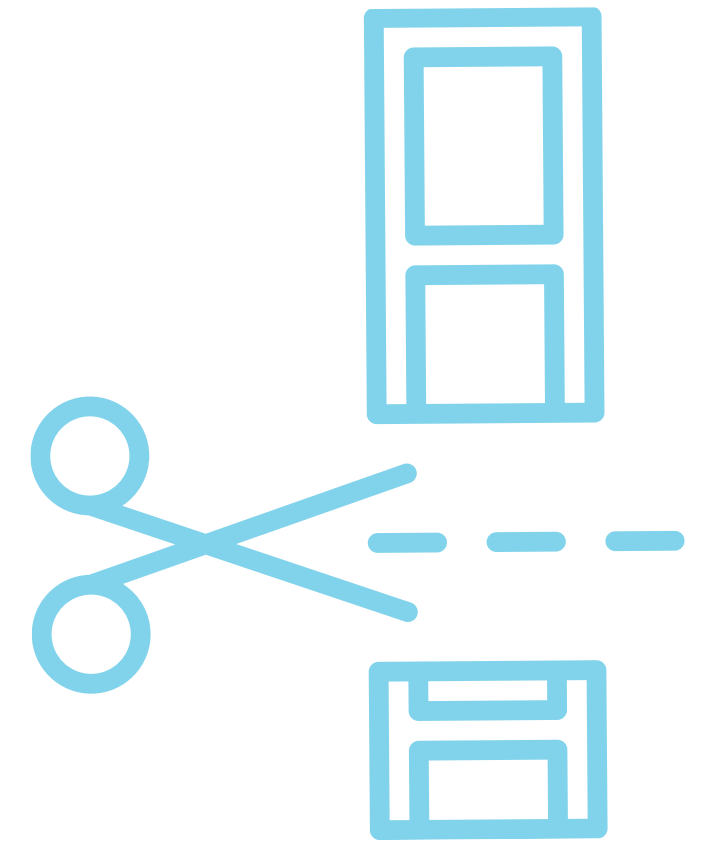
- Photos and graphics
  - **Openverse** - <https://wordpress.org/openverse/?referrer=creativecommons.org>
  - **Canva** - <https://www.canva.com/>
  - **Pexels** - <https://www.pexels.com/>
  - **PikWizard** - <https://pikwizard.com/>
- Music and audio
  - **YouTube Studio** - <https://support.google.com/youtube/answer/7548152?hl=en>
  - **Freeplay Music** - <https://freeplaymusic.com/#/pricing>



# 4

## Basics of video editing

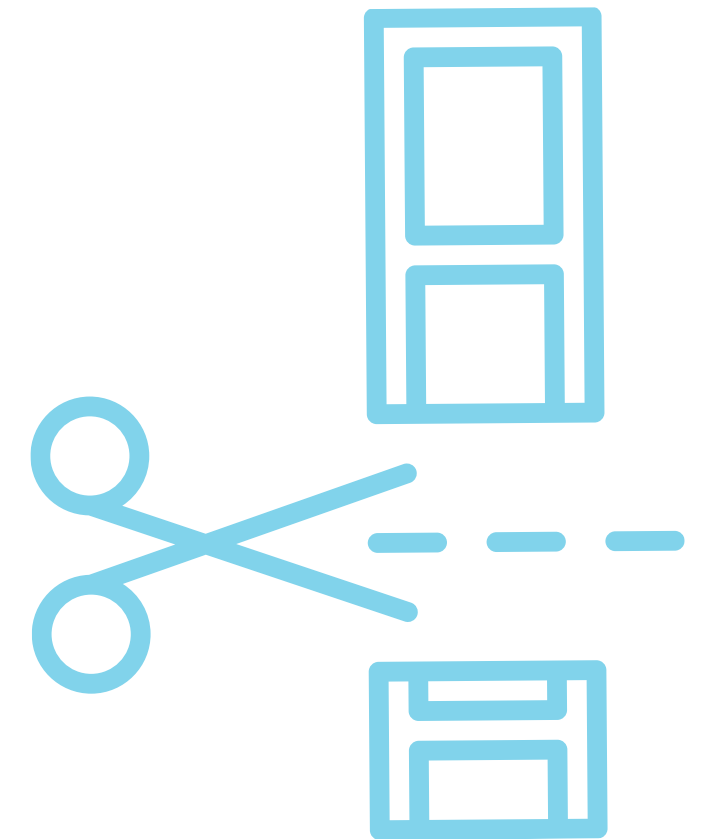
- The goal of editing is to **remove mistakes**, keep the video **engaging** and **add graphics or text**. Your video should be an "interesting conversation."
- **The first 10-15 seconds** of the video are important. Give your audience a reason to watch the whole video and meet their expectations.
- **Find videos you like** that reach your target audience and **copy their style** as a starting point.



# 4

## Basics of video editing

- **Pay attention to audio levels.** Talking is the loudest and music/effects should be 1/3 the volume of talking.
- Create interest with **graphics** and **transitions** that **support key messages.** The audience should understand your graphics without needing to read text or hear dialogue.



# 4

## Video editing resources

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- **Total Beginner's Guide to Video Editing** - [https://www.youtube.com/watch?v=oC3gXr1s\\_aU](https://www.youtube.com/watch?v=oC3gXr1s_aU)
- **How to Edit YouTube Videos for Beginners** - [https://youtu.be/Y\\_qmvSGdfgg](https://youtu.be/Y_qmvSGdfgg)
- **Basic Video Editing Tips** - <https://momofilmfest.com/basic-video-editing-tips/>
- **J-cuts and L-cuts** (basic transitions between video clips) - <https://vimeo.com/blog/post/j-cuts-l-cuts/>



# Improving your gear

- Prioritize capturing better audio with your first purchase. A cheap lavalier microphone (\$10-\$20) will be your best investment.



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- Purchase a tripod next (\$15-\$30) to hold your phone.
- Alternative is to buy an all-in-one kit (microphone, tripod, light). You get what you pay for with the kits and light is not as important as audio and tripod.



Congratulations you're a pro!

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# But if you have questions...

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