

The Erasmus+ guide to video making for beneficiaries:

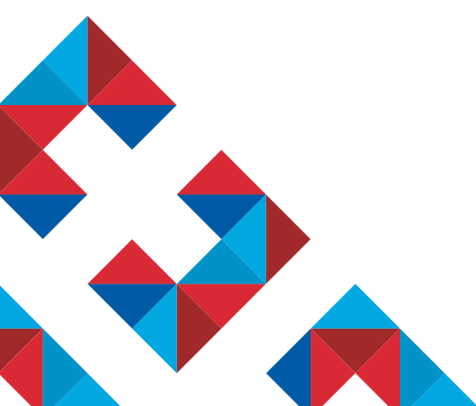
Before filming

Are you looking for new ways to disseminate your project? One of the best ways to spread your project's story is through video.

With the rise of the smartphone, making your own videos has never been easier. Not only do they allow you to share your project in action, but you can also showcase testimonies from your staff and participants.

If you are new to video making, it can feel a little daunting. However, we've put together an Erasmus+ video guide to walk you through the process and kick-start your filming journey to share your project's highlights!

In the first of our video guide series, we're looking at the importance of defining your video's aims and how to plan and prepare your set-up.



Identifying the aims of your video

In an Erasmus+ project, you need to plan your aims and activities. This is the same for videos – thinking about the purpose of your video and mapping out the content is an important initial step.

You need to consider the aims of your video – are you looking to inform people about your project and inspire them to take part? If you're targeting potential participants, you need to think about what motivates someone to get involved in your project and what their interests are. Potential partner organisations will want to know what benefits there are from partnering with your organisation.

When it comes to the content and tone - do you want to focus on the big numbers, or the people behind the story? Thinking about who you want to watch the video and the call-to-action you want them to take will help you to make these decisions. Creating a storyboard will help you to visualise how you want the story to unfold on screen.

With your video aims defined, you can move onto the rest of your preparation including filming equipment, key roles to assign and obtaining consent from anyone featured in the video.

Let's take a closer look, starting with essential equipment.

Choosing the right filming equipment



- **Camera:** Even though a video camera is the obvious choice, in this day and age, you don't always need professional equipment so don't shy away from filming with whatever you have available. Using a mobile device may even be a better alternative as they are portable and could help to put your interviewees at ease.

Top Tip! Utilise the tools you have - alternatives to a camera include tablets and smartphones.

- **Microphone:** In-built phone, tablet or camera microphones may be good enough, so be sure to take the time to test them first. Alternatively, think what would suit your video best. A handheld mic would work better for interviews, while a lapel or shotgun mic works best for one-person testimonies.
- **Tripod:** If you have one available, a tripod keeps your camera stable and is particularly important when filming longer videos. If you are filming with a mobile phone or tablet, adapters are available to allow you to fit the device onto your tripod. A good tripod is lightweight, portable and sturdy.
- **Lighting:** Additional lighting equipment is worth bearing in mind if you are in a poorly-lit area or if you want to give your videos more of a professional flair. Making use of a ring light or softbox could help to brighten the scene. Ideally, your light source (whether artificial or natural) should not be behind or to the side of the person being filmed as this will cast shadows.

Assigning key roles



We've put together a list of the important roles to consider during your planning, see who in your organisation may be a good fit:

- The **director** considers seating, lighting, noise and background, as well as composition and content. You might want to ensure the room is at a good temperature to put speakers at ease. It is often useful to have a trial-run in your filming location.
- The **technical support** checks all the equipment is set up correctly, set aside some time in advance to lay out the room how you want it to look on the day. Consider the pros and cons of that location and make any necessary adjustments. On the day, you should make sure you are happy with the composition, ensuring everyone is in the shot and in focus.

Top Tip! Take some pictures of your mock-up, and the location in general, as you can use the photos as a reference point on the day.

- The **interviewer** should prepare questions for the interviewee. It is a good idea to do some research around the topic and refer back to the video's aims when compiling questions. Both the interviewer and interviewee should have prior communication to establish how the interview will run.

Top Tip! Brief the interviewee on what questions to expect and encourage them to send over their potential answers to you. Double-check any facts or statistics they plan to mention.

- The **video editor** needs to decide which editing programme to use, what the final product should look like and select the best footage to be included. Easy and free-to-use editing programmes include iMovie (for mac), Movie Maker (for Windows) and Adobe Spark.
- For live videos, the **moderator** should monitor, review and reply to comments on the social media platform.

Obtaining consent



With your equipment and roles ready, there is another important factor to consider before filming – getting consent.

Always brief the participants in your video about the overall aims, the filming plan and where and how you will be promoting the video. Whilst you can obtain consent in an email, or verbally, we recommend you obtain consent via a disclaimer form.

[Download this draft video consent form](#) (284 KB) we have created – ensure you tailor the form to meet your organisation's needs.

For more information on the General Data Protection Regulation and data protection, please visit the [UK Government's website](#).

Tops tips for the filming day

When the filming day arrives, there are a few things to double-check before you press the record button. Here are some of our final top tips:

- Check that batteries are fully charged on your devices - we recommend charging the day before.

- Double-check your background is set-up to your preference. Remove anything you wouldn't want to be shown, e.g. irrelevant logos.
- Test your audio and lighting equipment.
- Ensure you have the correct dimensions displayed on your device.
- If your interviewee is feeling nervous, ease them into the interview and do more than one take.
- Have a glass of water ready for both the interviewer and interviewee.
- Give yourself plenty of time for the set-up and any testing.

Lights, camera, action!

Not quite sure what to do once you've hit the record button?

Previously, we have covered the necessary steps to take prior to filming, such as defining your video's aims, identifying and gathering your equipment and how to plan and prepare for filming. If you haven't read this section yet, we'd recommend you get up to speed with our pre-filming advice before starting your video.

With your set-up ready, in the second instalment of the Erasmus+ video guide it's time to start filming! We'll be walking you through some quick and easy filming techniques to give your video a professional flair. We will be covering video-making essentials such as how to diversify and frame your shots and image composition tips.

Vary your footage

Whether you are recording a project activity or an interview, it's always good to use a combination of different types of footage. Incorporating a mix of images into your video keeps it interesting and is more likely to keep your audience engaged.

The easiest and most common way to split your footage is with the A-roll and B-roll technique:

- **A-roll** is the main scene you want your video to capture - e.g. footage of your activity or the focal interview.
- **B-roll** is the supplementary footage that's used to 'break up' A-roll footage and is also used to add depth and context, e.g. a series of clips of some scenery or an event or activity that has been discussed in the video.

Watch the [video below from Erasmus+ project REAL](#) to see how A-roll and B-roll have been combined to showcase their insights and experiences:



Top Tip! Evenly divide your time between recording interviews and capturing B-roll. It's important to have a good amount of both to keep your video captivating and dynamic.

Framing: getting all the right angles

Framing is the way you capture and present the subjects and objects within your image. Here are some example scenarios to help you identify which shot would be best to use for the scene you are capturing:

Long shot: is great for capturing moments from activities, events or when there is a lot happening. A long shot helps to reveal the scale of an event and establishes the context.



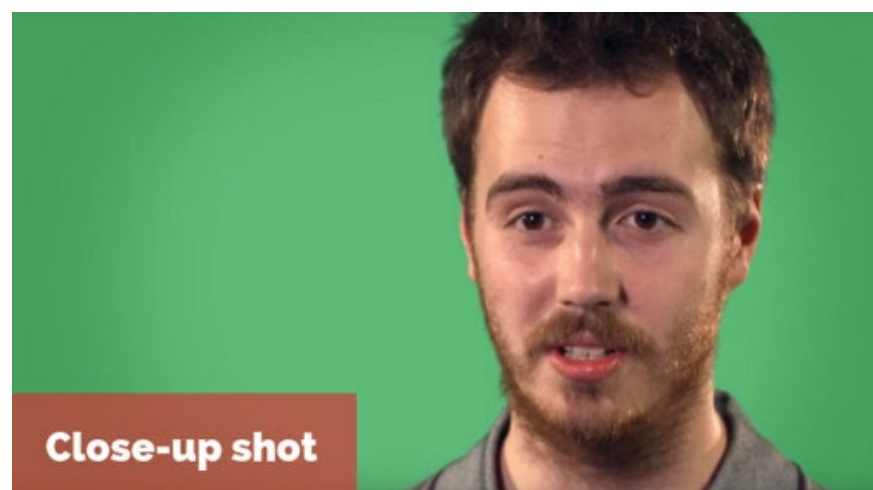
Medium shot: is a very practical shot and is often used in interviews because it displays a good balance between the person, their body language and the setting.



Medium close-up shot: fills the screen with part of the subject, such as a person's head or face. This is a good choice for participant interviews and can be combined with a medium shot as B-roll to help vary the footage.



Close-up shot: is a good choice when filming a participant who is sharing a personal story as it helps to establish a connection with the audience and to better capture emotive expressions. Close-ups can also be used to show details of an object related to the activities.



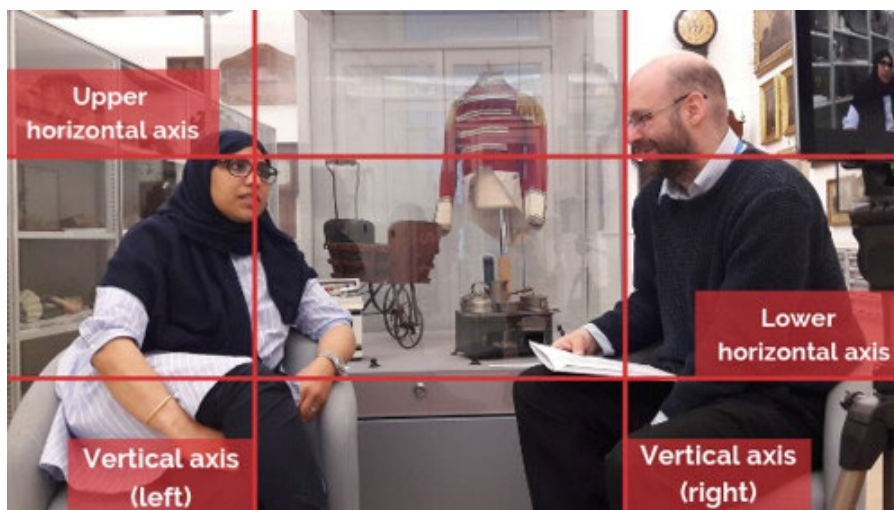
Two-shot: helps to establish a relationship between subjects. It could show the interviewer and interviewee or two interviewees facing the camera.



Rule of thirds

A useful composition technique to follow is the rule of thirds. Using the rule of the thirds can create more tension, energy and dynamism in interview situations.

All you need to do is break your image into thirds, using two horizontal and two vertical lines. This will leave you with nine equal rectangles, as you can see below:



The four intersection points are the most important areas of the screen; this is where you should place the main subjects or the focus points in your scene. The viewer's eyes will subconsciously fall on these points of interest. Most digital cameras and some devices have the option to show this grid on your screen, so make sure you check your device settings.

Top Tip! Avoid constantly zooming in and out or panning right to left as this will have a negative effect on the viewing experience – keep the shot simple and stable.

Try out some trending techniques

Once you have established your favoured shots and your best composition, you can start to get more creative on how to present your A-roll and B-roll footage. There are many filming techniques that you could incorporate into your video; however, some are more popular than others simply because not only are they quick, easy and simple to use, they are also very visually effective. Experiment with some of these examples below:

Incorporate a time-lapse video

A time-lapse is a visually appealing and fun way to capture an event or story. With this short form video you can document key milestones and bring your project to life, whilst requiring little time and concentration from the viewer - something that is vital in a fast-paced digital world.

Activities such as team-building or setting up for an event will work well as a time-lapse video, allowing the online audience to get a sense of what it's like to be there.

You can use the time-lapse setting on your phone if you don't have a camera, or you can record a normal video which you can speed up later on, when editing the footage.

Check out the [behind-the-scenes video](#) we created for our Shaping Futures exhibition for some inspiration:



Top Tip! The best time lapse captures the contrast between moving and still objects. Keep your device still or place it on a table and record people exploring your event.

Capture personal experiences with a selfie video

Another great and easy way to diversify your footage is filming in selfie mode, all you need is a mobile phone with a front-facing camera. There are two styles:

- **“talking head”** is a great opportunity to get your participants involved by sharing their personal experiences; and
- **“follow me around”** is fit for capturing the progress of a project activity or a new place visited as part of an international mobility.

Take a look at a Petroc college student [Benjamin Cappetta's video](#) for some inspiration; he is documenting his experiences during his study in the Netherlands.

It's worth remembering that many people take selfie videos in a portrait style. This will look unusual if the rest of your content is shot in the standard 16:9 widescreen landscape ratio.

Slideshow

If you didn't have time to film scenes or participants in your project, you can still create an engaging video using the pictures taken during your project activities by turning them into a dynamic slideshow. Check out [Southern Regional College's Erasmus+ story](#) to see how they incorporated images into their video.

Prepare for the unexpected

Finally, factor in and be prepared for encountering some errors when filming your video. It is always a good idea to have a plan B in case anything unexpected happens - this is particularly true for live broadcasting. If something goes wrong during a live video, remember to keep calm in front of the camera, continue filming or move on to your next question in an interview. Pre-recorded videos can be more easily adapted and edited in post-production, so don't be afraid to stop filming, re-record questions or change things up if necessary.

After filming

Now that you've filmed your video, it's time to go into post-production.

In the last instalment of the Erasmus+ video guide, we'll help you decide which clips to include in the final cut and how to piece them together. We'll also look at adding extra effects like text, music and B-roll footage to really bring the video together.

If you haven't read our first two parts of the Erasmus+ video guide, we'd recommend you have a read for advice on how to plan and prepare your video in the first instalment and familiarising yourself with technical tips when filming your video in part two.

The selection process: reviewing your footage

Start the editing process by watching all the clips you have filmed and picking the footage that best fits your aim and demonstrates your project's activities. If you created a storyboard, this is a useful time to review how your footage matches up to your initial intentions for the video.

Top Tip! If there are any clips that you are not incorporating into your final cut don't delete them, they may come in handy for a future video or promotion.

Compiling your footage with video editing software

You can now start using a video editing tool to piece together your clips into one video, organising the clips into the order you wish them to appear.



Don't worry if you don't have any video editing software installed on your computer, there is a wide range of online platforms that you can use. Adobe Spark, Movie Maker (for Windows) and iMovie (for mac) are all free and easy to use.

When choosing your editing software, it's worth reflecting on your video editing experience, capability and capacity, you might want to choose software that is easy to use but produces videos that are more basic.

You should also think about what devices you have available, as some editing tools are specific to desktops, tablets and mobiles. Desktop applications typically have more editing power than mobile apps, and are useful for producing high quality longer-form content to upload to YouTube or your website. App-based software is useful if you want to capture and edit videos on the go, and will make quality videos for promotion on social media channels.

If you're going to pay for your editing software, we would suggest downloading free trials of a few different programmes - trying them out first will give you a better idea of whether they are worth the money.

Enhance your video with text, music and B-roll

Once you're happy with your video sequence, it's time to start adding the features that will pull everything together into the finished product. These features can include text, music and B-roll.

Text

Text is great for adding context to your video and can be used in many different ways. Here are a few suggestions and examples of how we've incorporated text in a range of Erasmus+ videos:

- **Intros:** Introduce your video through text to give the viewer an idea of what they can expect and why they should continue watching. Take a look at our example in the first 10 seconds of this [interview we conducted with the Erasmus+ UK Inclusion and Diversity Officer](#).

- **Calls to action:** During the outro, use text to enhance your 'Call to action', thinking back to the aims of your video will help you to decide what this should be - it could be to follow your organisation on social media, go to your website or watch another video. The call to action at the end of the [Erasmus+ top tips for applicants video](#) encourages people to apply for Erasmus+ funding.
- **Subtitles:** Adding subtitles not only ensures viewers know exactly what interviewees are saying, they are also great for accessibility and encourage wider reach. Watch our video that [introduced the EuroApprentices for 2019](#) to see how this works.
- **Explain what the viewer is seeing:** Text can be a useful alternative to a voiceover to explain what the viewer can see on screen. In the video created at the [EuroApprentices National Training event](#), the footage shows the activities the EuroApprentices undertook while the text explains them.
- **Introduce the interviewees:** Include the names, occupations and any other relevant information about the people on screen using text – just like [this interview with Graham and Selina](#) at Learning Networks in 2018.
- **Enhance a quote:** If you want to stress an impactful quote, you can use text for this too. Take a look at how we highlighted the [advice from our beneficiaries](#) for those wanting to apply for funding.

Music

No matter what style of video you are creating, whether it's conversational or inspirational, music can help to set the tone and thread the story together. Luckily, there is a range of free [stock music sites](#) out there to use.

YouTube itself offers an [audio library](#) where you can download stock music for free, so be sure to make use of this tool if you have a YouTube channel.

Top Tip! It's important that you credit stock music when asked to by music providers. This can be done by adding text to the video, mentioning them when you post your video on social media or including the information in the video description.

B-roll or stock videos

In a similar way to using text, including B-roll can provide context to a video. It's a great way to illustrate what somebody is talking about in your video.

Whilst an interviewee is describing a project related activity, you could include footage of participants arriving in a new country or a meeting between partners. By cutting to those shots, the interview will act as a voiceover to what is displayed onscreen. University student Charlotte Evans did this in her video diaries that documented her [Erasmus+ year abroad in France](#):



If you don't have any original B-roll, there are sites that provide [royalty free footage](#) for anyone to use. Even though it is not showing your project's work specifically, it still helps to break up and diversify the video, keeping the viewer engaged. Again, be careful with crediting, as some stock footage providers request that you do this in order to use their material.

Add your branding

Putting your organisation's unique stamp on the video is great for brand awareness and gives the video some authenticity. Erasmus+ UK videos will often include the logo fading in at the beginning as part of the intro and fading out during the outro - this creates cohesion as well as brand awareness in every video we produce.

Tell the world about your new video!

Happy with your finished video? Time to upload it to YouTube or Vimeo, add it to your website and share it on social media! This step-by-step guide on [how to upload your video to YouTube](#) should help you with the first step.

Although your video is online and can be watched by anyone, promoting it directly to an audience showcases your achievements to the right people and spreads your story even further:

- **Social media:** Let your followers know that you have a brand new video across Facebook, Twitter and Instagram! Take a look at how the Erasmus+ UK team shares video content on Twitter:



- **Website:** If your organisation has its own website, why not write a short blog post or news item and embed your video within the text? In an [interview with Erasmus+ participant Jamie Moore](#), the documentary he created of his volunteer work in Romania is embedded in the blog post.
- **Events:** Look out for opportunities to incorporate your video during an event. Whether it can be shown as part of your presentation or displayed on a tablet at your exhibition stand, presenting your project's activities visually through video is a great way to catch the attention of your audience.

Now you have finished our three-part video guide series, it's time to get out there and start making videos! We'd love to see what you create, so make sure you share it with us on [Twitter](#) and [Facebook](#).