

Do It Yourself Video Guide for Government Agencies

Developed by Rita Escolero, Summer Intern, for the Web Best Practices Team, 2009

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Planning Your Video

What You Will Need to get started on your video:

<input type="checkbox"/>	Plenty of Time
<input type="checkbox"/>	Story Ideas
<input type="checkbox"/>	Outline or Storyboard
<input type="checkbox"/>	List of Footage to Capture (Optional)
<input type="checkbox"/>	Who or What you will be filming
<input type="checkbox"/>	Video Camera (MiniDV or Tapeless -- like Flip)
<input type="checkbox"/>	Digital Video Tape(s) for Your Camera (Only if using MiniDV)
<input type="checkbox"/>	External Microphone (Optional) Not available for Flip
<input type="checkbox"/>	FireWire Cable (400 or 800)**
<input type="checkbox"/>	Headphones (Optional for Editing and recording Audio)
<input type="checkbox"/>	Hard Drive for Video Project Storage (Built In or External)
<input type="checkbox"/>	Video Editing Software (iMovie, Windows Movie Maker, FCE, FCP, etc)
<input type="checkbox"/>	CD's or DVD's to Share Your Video (Optional)

****Note: If you are using a MiniDV camera you will need a firewire cable in either 400 or 800, a computer with a firewire port, and video editing software such as Final Cut Express.**

Why Create Short Videos:

- To reach people faster and more effectively
- To reach a wider audience
- To give content in a more accessible manner

The web is inundated with information, how do you find ways to represent the same old information in a more dynamic way?

Creating short videos allows your content to reach an audience faster and more effectively in a simple format. With online video communities such as Vimeo and YouTube, video has now become as common as toast.

The purpose of this guide is to get you thinking of your content in terms of video and storytelling. By creating dynamic videos, you can reach a wider audience.

Often dense information gets lost in the written word, video allows this information to be reprocessed and shown in a more accessible manner.

So, you ask what information is best represented through the use of video....

Topics Suitable for Videos:

Not all topics are suitable for video. It is important that you give thought and consideration to your audience and your topic to find the best way to present the information.

Perhaps, the information is best suited to be provided in a PDF or an audio broadcast? Make sure you have a clear indication as to why video is the medium you are choosing.

Below are some key points to keep in mind before filming:

Good Topics and techniques:

- Film anything that has action, movement, or shows someone doing something
- Film anything where you can create movement, such as an interview showing a process (3-5 min)
- Try to think in terms of visuals, why should anyone watch rather than hear what you have filmed?
- Combine interviews with visuals such as screen shots

Bad Topics and techniques:

- Do not film static images, no talking heads
- Do not have someone delivering a speech with nothing else going on
- Do not create video that is dense in content--no one wants to watch a video and then wonder afterwards what was that about?

Learn to simplify! This means simplifying your content and voiceovers so that they make effective short video pieces.

Don't forget the story:

Because digital video is able to record an extended amount of time it is very easy to get caught up in getting an overabundance of footage rather than focusing on the content.

With that said: **DON'T FORGET THE STORY.**

- What is your reason for creating this video?
- What do you hope people will get out of it?
- What is the purpose of the video? (To inform, entertain, show?)

Make sure there is a beginning, middle and an end. Make sure that your visuals are not just filler but that they are actually contributing to the narrative you have created.

A good way to make sure that your video has purpose is to sit down before filming and outline what the video is about and what you hope that your audience will take away from it. Writing a 1-2 paragraph description of the verbal content and adding visual cues or references to the material will make the process simpler.

Often times filming can be very difficult. You may have constraints such as location, objects, desks, computers, lighting and more, but try not to stress too much about it. You'll need to make sure that the audio content is compelling and informative.

Remember that short videos mean exactly that: short. Your videos should be between 3-5 minutes long. The information must be able to be condensed or stretched for that time frame.

Beginning your video with an eye catcher is important, people will tune out within a few seconds of watching. Viewers typically "scan" the first few seconds to see if it is worth watching.

Try to have a few "scenes". Don't keep the camera stuck on one image for the duration of the video. If the image is not important, why not just make it audio content rather than a video? Remember that video is moving images, so make something move!

What exactly is Storytelling?

Below are two books that delve into visual storytelling:

- The Visual Story: Creating the Visual Structure of Film, TV and Digital Media (By: Bruce Block)
http://www.amazon.com/Visual-Story-Second-Creating-Structure/dp/0240807790/ref=pd_sim_b_58#
- Documentary Storytelling: Making stronger and more dramatic non-fiction films (By: Sheila Curran Bernard)
http://www.amazon.com/Documentary-Storytelling-Second-Stronger-Nonfiction/dp/0240808754/ref=dp_ob_title_bk

Shooting Your Video

Basics of Shooting:

There are many ways to shoot a video but often moving the camera can be very distracting. Below are some points for shooting video content that works:

Before you begin filming let's learn about the camera:

Cameras vary in size and weight, some will have image stabilization and others will not.

If you are using the Flip camera, the camera is very light and about the size of a cell phone. It can conveniently be stored in your pocket and can record video wherever you are. With its compact size, there are some things you must be aware of when filming.

You must be very close to your subject, less than an arms length away, to get good audio. It makes for tricky filming but if you are any further away the audio will not come out very well.

Because of it's size, you obviously don't need a large tripod. You can purchase a small "gorillapod" to mount the camera. (<http://joby.com/gorillapod/original/>)

Due to the sensitivity of audio on the Flip, you can always record a voiceover using a camera or iPod. Use a voiceover only if your subject does not need to be seen speaking (i.e. moving their mouth). That way your camera can be where ever it needs to be to get the visuals.

If you are using a MiniDV camera, try to always use a tripod or something stable to steady the camera. If you are recording it directly into the camera without using their image, then point the camera at the person whose audio you need.

Regardless of camera type, it is always good practice to use a tripod:

- Use a tripod if your subject is not walking, you want to get images that are as steady as possible.
- If you do not have a tripod use your body to balance the camera, tables come in handy or any hard surface that the camera can be rested on.

When you are ready to begin filming, if using a Mini DV camera, leave everything on automatic. There's no need to get bogged down on the mechanics of the camera. For the video content you are creating, automatic works great.

- Avoid using the zoom; instead just walk towards the object/person
- Avoid Horizontal or Vertical lines on clothes or in backgrounds
- Avoid filming in front of windows where light is streaming in or your object is standing in front of the light
- Avoid filming things that are white

Working with Audio:

When working with Audio you can choose to add an external microphone to your camera or you may wish to record the audio separately as a voiceover.

Please note that at this time the Flip Camera is not compatible with any external microphones, you must use the built in camera for audio.

An external microphone can be used while filming, can record audio directly to the camera and can extract the audio from the video clips during editing.

Another option if you do not have good audio tools available is to record the audio to an iPod with a microphone--the audio file can then be placed in during editing **(this works as long as their is no one speaking so that you do not have to try and sync the audio with a mouth moving)**

Type of External Microphones for Mini DV Cameras:

There are a variety of microphones available to use with your Mini DV camera.

Here are two examples:

1.) Shotgun Microphones (also referred to as Boom Microphones)

Shotgun microphones are good to use for gathering sound from a single source area, such as two people talking. Shotgun mics are used in TV and motion pictures.

2.) Lapel Microphones (or Lavalier Microphones)

These microphones are available wired or wireless and are worn on a person, like on a tie clip, clipped to collar, etc. For an inexpensive option, you can get a wired lapel mic from a place like Radio Shack such as a Hands-Free Tie Clip Omni directional Electret, approx. \$27.

Wired Lapel Mics should be able to be plugged in directly to your camera...make sure the cord is long enough.

Wireless microphones are more complicated and cost significantly more. A wired microphone will do well for the work you are creating.

All about obtaining permission (Location, Appearance and Music Releases)

Note that when you are filming people, places or music, you'll need to get permission to use them in your video. This includes anyone who is recognizable in the video, - including those just passing by, when filming outdoors.

If your government agency has done video work in the past, then they will most likely have a form for you to use. If not, you will want to get one drafted up to make it legal. There are generic forms online you can use as a starting point to drafting your own.

Here is some basic information on appearance release forms:

<http://www.webvideozone.com/public/88.cfm>

If you are thinking of filming inside of a Starbucks, a mall or another corporate entity, be aware that you'll need to get permission before filming inside these locations. You may not show any logos of companies in your video, which includes a can of Coke, shirt logos, signs, etc. For filming inside of such locations, you will need a location release form.

Lastly, if you are filming in a location that happens to have music playing and you are not able to ask them to turn it off, then you will need to get a music release form for having the music appear in your video. If you want to add a soundtrack to your video, you must ask for permission from the copyright holder. Note that music purchased through iTunes typically cannot be imported into editing software due to copyright.

There are a few sources of copyright free music. Below is one that has a variety of choices. Make sure you always read the terms of service to make sure you are using the content correctly:

<http://freeplaymusic.com/>

Capturing Video to your Computer

From Camera to Computer (Importing Clips)

If you are using a Flip video camera, please note that these cameras record video directly to the camera and you will just need to plug it into your USB drive. Open the file folder that contains the video clips and drag them to your video editor.

Note: It is best to convert footage from the Flip camera first before importing for editing, the file formats are not compatible with most editing software programs. Below, under Editing your Video, you will find a list of converters available.

Exporting Videos

Once you are done editing and adding audio to your video, you can export your files to be placed on the web.

****Please note if you are uploading your video to the web, sites like YouTube and Vimeo have a set of preferences for uploading**

Before exporting, here are some of the common file formats:

Video File Type	Used with
AVI	Windows, not streamable
MOV	QuickTime Player, Mac
WMV (Windows Media Player)	Windows, will not play on Macs unless converted using Flip4Mac or QuickTime Pro
MPEG4	QuickTime Player, Mac For more information about Microsoft and MPEG-4 support, visit the following site: http://www.microsoft.com/windows/windowsmedia/forpros/format/codecdownload.aspx
Flash	Mac or Windows

To learn some basics about file formats, please see the link below:

<http://www.crutchfield.com/S-8XIDrG0O5cq/learn/learningcenter/home/fileformats.html>

Exporting using iMovie:

When exporting using iMovie, the process will vary depending on what version of the software you have.

Please see the video below for exporting instructions in iMovie:

<http://video.about.com/desktopvideo/Apple-iMovie-4-web-export.htm>

If you are using Windows Movie Maker, please visit:
<http://video.about.com/desktopvideo/Export-in-Movie-Maker.htm>

Note: Exporting to Web using Final Cut Express or Final Cut Pro gets a little more confusing and involved. There are various ways to export the videos and there are a ton of compression settings.

To make things a little simpler, here are two options for exporting:

If you are using Final Cut Express:

File--> Export --> using Quick Time Conversion -->type your movie name where it states Save As

Select where it will be saved, select Export Movie to Quick Time Movie on the bottom drop down menu--> select Options and set your exporting preferences.

You may also use recent settings rather than setting your own.

If you are using Final Cut Pro:

File--> Export --> using Quick Time Conversion -->type your movie name where it states Save As

Select where it will be saved, select Export Movie to Quick Time Movie on the bottom drop down menu--> select Options and set your exporting preferences.

Please see the video below on using exporting preferences:

<http://video.about.com/desktopvideo/Export-your-movie.htm>

Editing Your Video

Introduction to Video:

With the advent of digital video, new definitions have also emerged. There is standard video, high definition, blu ray and many more emerging...

One of the differences between Standard Definition and High Definition is aspect ratio. Watch the video below to gain an understanding of Digital Video:

http://gruntmedia.com/videogrunt_directory.html

A few good links with some introduction to video information can be found below:

<http://www.dvshop.ca/dvcafe/dv/beginners.html>

<http://www.shootinggoodvideo.com/>

What is non-linear video editing?

Non-Linear video editing allows you to edit your footage in any order you want.

You can take a piece of what you filmed in hour 3 and place it at the very beginning of your video with very minimal work or effort.

Non-linear editing lets you take sections of your video and rearrange it as many times as you like.

Remember that if your videos are being placed on the web, short videos work best. There are very few times (unless mandatory) that people will sit through a video that is longer than 5 minutes.

Types of Editing Software:

(Recommended software has a star next to it for beginners)

Mac:

- iMovie: Free (good for quick and simple video editing) recommended for Flip Camera
- Final Cut Express: \$200*
- Final Cut Pro: \$1,200

PC:

- Windows MovieMaker: Free
- Sony Vegas Pro 9: \$600*
- Avid Xpress Pro: \$1600
- Adobe Premier Elements 7: \$100*
- Pinnacle Studio Ultimate Version 12: \$130*
- Roxio Creator 2009: \$100

Video Converters:

You need to convert file formats, since not all file formats are created equal. A converter is needed if your editing software doesn't take the file format that your camera's raw footage has been saved as. The converter changes the file formats to an editable format.

The newest version of Final Cut Express (Version 4) has eliminated the need to convert file formats; it is now an Open Format Timeline. There is no need to worry about formats, frame rates, or conversions. Final Cut Express 4 provides an open format timeline that handily accommodates DV (both NTSC and PAL) and HD footage simultaneously and in real time. Just drop video into the timeline and edit away.

Although the Flip Camera does shoot in .MP4, you can edit the video in iMovie. The video will lose some quality because it is not a recommended file format to edit in.

Below are some software programs that convert video files such as .MP4 files to an editable file format, such as .mov:

- iSkysoft Video Converter is \$35 dollars and allows for an easy way to convert video files.
- QuickTime Pro is \$30 dollars and is available for both Mac's and PC's for video conversion.

Flip4Mac: Converts Windows Media Player files for use on a Mac:
<http://www.telestream.net/flip4mac-wmv/overview.htm>

Resources to learn video editing:

There are a variety of video editing tools, ranging from fairly easy to very complicated. iMovie and Windows Movie Maker both have easy interfaces to work with and are mainly drag and drop type programs. Programs like Final Cut Express and Pinnacle may have a higher learning curve but if you are tech-savvy, it's not out of your reach.

When you begin constructing your video, make sure you begin it with a logo of your agency and a title card. Viewers then know where the information is coming from and what it pertains to.

Below are some books and online resources to help you guide your way through video editing:

Online:

- Lynda.com is a great resource that has a ton of how to videos for software programs, the fee per month is \$25 if you only need it for a short time or \$250 for the year.
<http://www.lynda.com/home/DisplayCourse.aspx?lpk2=647>
- The Ontario College of Art and Design has a good intro to Final Cut Pro:
http://www.ocad.ca/about_ocad/technology_media/it/support/using_final_cut_pro.htm

Books:

- The Flip Mino Pocket Guide
http://www.amazon.com/Flip-Mino-Pocket-Guide/dp/0321637534/ref=sr_1_5?ie=UTF8&s=books&qid=1248450614&sr=1-5#
- Final Cut Express 4 Editing Workshop
http://www.amazon.com/Final-Cut-Express-Editing-Workshop/dp/0240810775/ref=sr_1_1?ie=UTF8&s=books&qid=1248450791&sr=1-1#
- Visual Quickstart Guide: Final Cut Express 4
http://www.amazon.com/Final-Cut-Express-Visual-QuickStart/dp/0321544323/ref=sr_1_3?ie=UTF8&s=books&qid=1248450791&sr=1-3
- Pinnacle Studio 12
http://www.amazon.com/Pinnacle-Studio-12-Simon-Gabathuler/dp/3827244226/ref=sr_1_1?ie=UTF8&s=books&qid=1248453927&sr=1-1
- Visual Quickstart Guide: iMovie '09 and iDVD
http://www.amazon.com/iMovie-09-iDVD-Mac-QuickStart/dp/0321601327/ref=sr_1_5?ie=UTF8&s=books&qid=1248455721&sr=1-5

How to create 508 Accessible Videos (Captioning and Transcripts)

Making a video accessible to those with special needs is important so that you don't shut out any visitors to your video content.

Do it Yourself Captioning:
<http://www.dcmp.org/ciy/>

Captioning on a Mac:
<http://www.macupdate.com/info.php/id/10806/maccaption>

Basic understanding of how to caption yourself:
<http://help.youtube.com/support/youtube/bin/answer.py?answer=100076>

To learn all about captioning, please visit:
<http://www.webaim.org/techniques/captions/>

To caption a video that has already been converted to a Quick Time file, there are a few options:

1.) The first is to use a third party provider. There are many businesses that caption video content for you, prices will vary.

2.) The second is using captioning for Quick Time Videos:
http://www.webaim.org/techniques/captions/quicktime/add_captions.php

3.) The third is to use the SMIL (Smile) language to caption QT Videos:
<http://www.webaim.org/techniques/captions/quicktime/smil.php>

Sharing Your Video

Uploading to YouTube

Note: When uploading to YouTube, YouTube accepts certain file formats they are: (.AVI, .MOV, .WMV, .MPG)

The files cannot be larger than 2GB and no longer than 10 minutes each, the 10 minutes rule may not apply if you have a different user agreement than the standard one that is online.

For assistance with uploading to YouTube:
<http://www.google.com/support/youtube/bin/answer.py?hl=en&answer=57924>

Video on how to upload to YouTube:
http://www.youtube.com/watch?v=_O7iUiftbKU&annotation_id=annotation_517456&feature=iv

Short tutorial on YouTube

To begin create a YouTube account, make sure you are logged out of google before proceeding:

Address http://www.youtube.com/create_account

McAfee SiteAdvisor

Home Videos Shows Channels Community

Search Upload

We will be phasing out support for your browser soon. Please upgrade to one of these more modern browsers.

Internet Explorer 8 Google chrome Firefox 3.5

Get started with your account

Join the largest worldwide video-sharing community!

- Search and browse millions of community and partner videos
- Comment, rate, and make video responses to your favorite videos
- Upload and share your videos with millions of other users
- Save your favorite videos to watch and share later

Username:

Your username can only contain letters A-Z or numbers 0-9

Check Availability

Location:

Postal Code:

Date of Birth:

Gender: Male Female

Let others find my channel on YouTube if they have my email address

I would like to receive occasional product-related email communications that YouTube believes would be of interest to me

Terms of Use: Please review the [Google Terms of Service](#) and [YouTube Terms of Use](#) below:

Terms of Service

1. Your Acceptance

A. By using and/or visiting this website (collectively,

Uploading materials that you do not own is a copyright violation and against the law. If you upload material you do not own, your account will be deleted.

By clicking 'I accept' below you are agreeing to the [YouTube Terms of Use](#), [Google Terms of Service](#) and [Privacy Policy](#).

I accept

After you have signed up for YouTube you can then choose to add YouTube to your google account if you have one:

Do you already have a Google Account? [\(Why are we asking?\)](#)

Yes. Add YouTube to my Google Account.

Enter your Google Account email and password to add YouTube to your Google Account.

Google Account

Email:

Password:

Stay signed in

[Can't access your account?](#)

No. I need a new YouTube | Google™ Account.


Enter your **current email address** and create a **password**.

Your current email address:
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password:
Minimum of 8 characters in length.
[Password strength:](#)

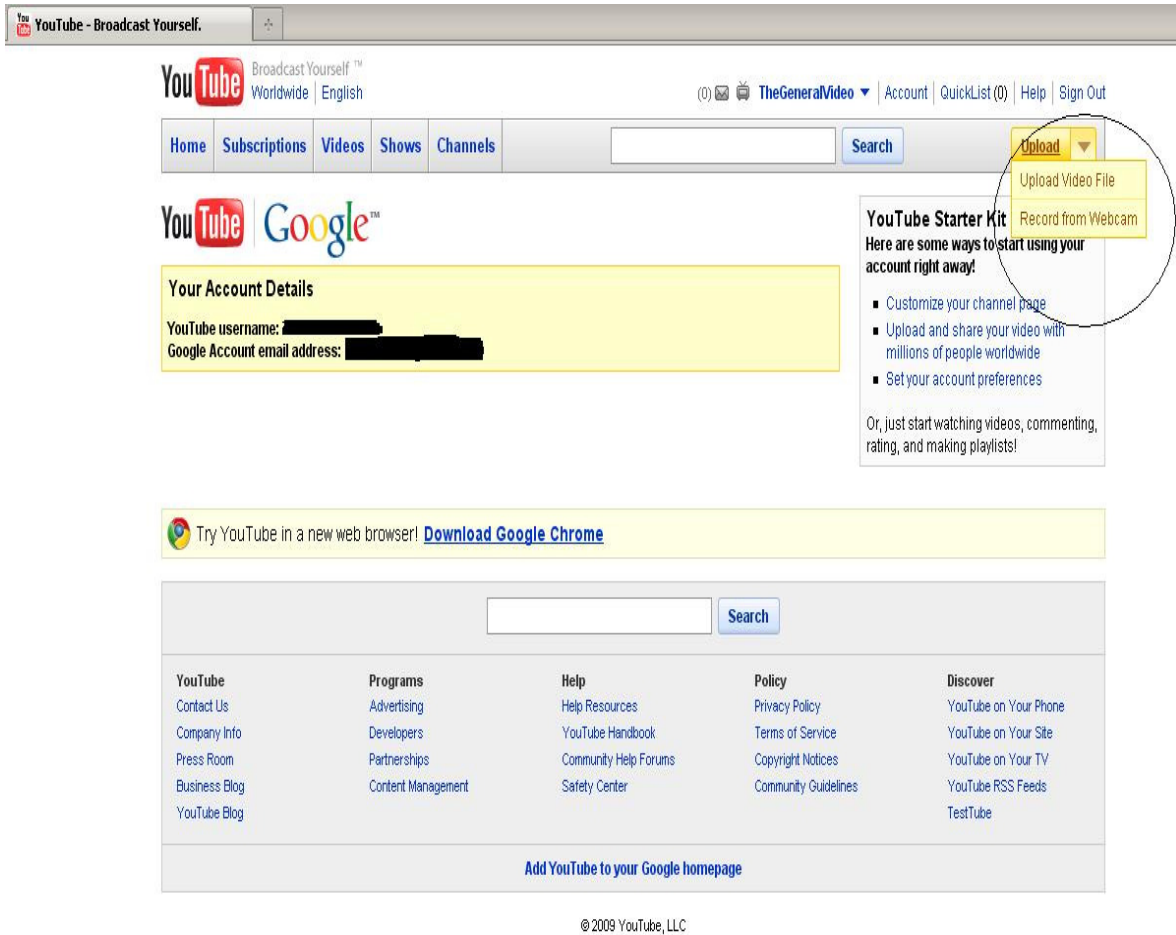
Re-enter password:

Enable Web History. [Learn More](#)

Word Verification: 

&

After you have set up your account with a password and have clicked create new account and finish, you can begin uploading your videos:
On the top right of the screen you will see a tab that says Upload, select Upload video file if you not using your webcam to film on the spot.



You then have the option again to record from your webcam or to upload video from your mobile phone. If that is what you are trying to do the selection boxes are on the top right. Otherwise if you have a video you recorded on another device select Upload Video.

YouTube - Broadcast Yourself.

YouTube Broadcast Yourself™
Worldwide English

(0) Account QuickList (0) Help Sign Out

Home Subscriptions Videos Shows Channels Search Upload

Video File Upload Record from Webcam Upload from Mobile

Press "Upload Video" to select and upload a video file. Upload Video

AutoShare Options NEW
Want to automatically share your activity feed (your uploads, favorites, ratings, etc.) to your profile on other websites? Choose a site to get started:

Add services: Facebook Twitter Google Reader

When will actions be shared?

About Uploading

- **Capture and Upload in High Definition!**
- Upload up to 10 videos at a time
- **Best video formats for YouTube**
- Up to 2 GB in size.
- Up to 10 minutes in length.

Need more help? Visit the YouTube Handbook
Want to upload large numbers of videos in the background? Try our Bulk Upload Plugin
Upload problems? Try without the progress bar.

Promote your Videos with Promoted Videos
Create and manage your video channel promotions on YouTube. Your promotion will appear with search results when people look for related content.
Get started now!

Important: Do not upload any TV shows, music videos, music concerts, or commercials without permission unless they consist entirely of content you created yourself.
The Copyright Tips page and the Community Guidelines can help you determine whether your video infringes someone else's copyright.
By clicking "Upload Video", you are representing that this video does not violate YouTube's Terms of Use and that you own all copyrights in this video or have authorization to upload it.

Save \$20 instantly through August 8th
learn more ▶
At participating retailers
Advertisement

Once you select Upload video, another dialogue box will open. Select the folder where you have saved your video files. Note: It is a best practice to organize the folders you are working with and label them appropriately so you don't get confused in the long run (i.e. Raw Footage, Video In Editing, Completed Videos, Archive Video Files)

The screenshot shows a Mozilla Firefox browser window displaying the YouTube upload interface. A file selection dialog box is open, showing the 'COMPLETED VIDEO FILES' folder selected. The browser page includes a search bar, an 'Upload Video' button, and a warning about copyright. Below the warning is an advertisement for a \$20 discount on August 8th.

Important: Do not upload any TV shows, music videos, music concerts, or commercials without permission unless they consist entirely of content you created yourself.

The [Copyright Tips](#) page and the [Community Guidelines](#) can help you determine whether your video infringes someone else's copyright.

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Create and manage your video channel promotions on YouTube. Your promotion will appear with search results when people look for related content.

[Get started now!](#)

Once you have selected the video you would like to upload, the upload process begins and you will see the upload bar fill with color as it progresses.

YouTube - Broadcast Yourself.

YouTube Broadcast Yourself™
Worldwide English

(0) [User Profile] Account QuickList (0) Help Sign Out

Home Subscriptions Videos Shows Channels

Search Upload

Video File Upload

Record from Webcam Upload from Mobile

VID00008.MP4 **Uploading** Cancel

3.5MB of 18.4MB - 0:06 remaining

Add Video Name and Description, and Edit Privacy Settings

Title
VID00008

Description

Tags

Category
Please select a category.

Privacy
 Share your video with the world (Recommended)
 Private (Viewable by you and up to 25 people)

Save Changes

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Advertisement

After it has finished uploading, type in a description of your video, add tags so that others can find your video based on it's content, select a category to place it into such as Education and select your privacy settings. Currently the two privacy options are: share with the world or Private-Share with you and only 25 others. Next, click on save changes.

YouTube - Broadcast Yourself.

Home Subscriptions Videos Shows Channels Search Upload

Video File Upload

Record from Webcam Upload from Mobile

✓ VID00008.MP4 Success

[Add Video Name and Description, and Edit Privacy Settings](#) [Embed and Sharing Options](#)

Title
VID00008

Description
Just another day at the office.

Tags
people, offices,

Category
Please select a category.

- Autos & Vehicles
- Comedy
- Education
- Entertainment
- Film & Animation
- Gaming
- Howto & Style
- Music
- News & Politics
- Nonprofits & Activism
- People & Blogs
- Pets & Animals
- Science & Technology
- Sports

Upload Video

[Go to My Videos](#)

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By clicking "Upload Video", you are representing that this video does not violate YouTube's [Terms of Use](#) and that you own all copyrights in this video or have authorization to upload it.

Advertisement

At this point you can also add an update to your Facebook or twitter pages. To view what you have downloaded, select the top drop down menu where your login name appears and select My Videos.

YouTube - Broadcast Yourself

YouTube Broadcast Yourself™ Worldwide | English

Account | QuickList (0) | Help | Sign Out

Home Subscriptions Videos Shows Channels

Video File Upload

Press "Upload Video" to select and upload a video file.

Upload Video

AutoShare Options NEW

Want to automatically share your activity feed (your uploads, favorites, ratings, etc.) to your profile on other websites? Choose a site to get started:

Add services: Facebook Twitter Google Reader

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Create and manage your video channel promotions on YouTube. Your promotion will appear with search results when people look for related content.

[Get started now!](#)

Do not upload any TV shows, movies, music concerts, or commercials without permission unless they consist entirely of content you created yourself.

The Copyright Tips page and the Community Guidelines can help you determine whether your video infringes someone else's copyright.

By clicking "Upload Video", you are representing that this video does not violate YouTube's Terms of Use and that you own all copyrights in this video or have authorization to upload it.

A SERIES OF SHORT FILMS FEATURING FILMMAKERS OF SUNDANCE INSTITUTE DIRECTORS LAB

Advertisement

Under My Videos, you will find your uploaded videos. You can edit and make changes, delete them or make annotations.

YouTube - Uploaded Videos

YouTube Broadcast Yourself™ Worldwide | English

Account | QuickList (0) | Help | Sign Out

Home Subscriptions Videos Shows Channels

My Account / My Videos

New

Uploaded Videos 1 - 1 of 1

Uploaded Videos

Search

Add to Delete

Sort by: Title | Time | Date Added | Views | Rating

VID00008 HD

Just another day at the office.

Added: August 07, 2009, 08:58 AM

Time: 0:15

Views: 0

Rating: ★★★★★

Comments: 0

Responses: 0

Broadcast: Private

Raw File: VID00008.MP4

Live!

Play Edit Annotations AudioSwap Insight Download MP4 Delete

1 - 1 of 1

What's new:

Promoted Videos
Create and manage video and channel promotions on YouTube. Your promotion can appear alongside natural search results when people search for similar content.

YouTube Insight
Find out who is viewing your video, where they come from and more using YouTube's new data feature: [Insight](#)

Understanding YouTube Channels:

If you don't have a YouTube account, sign up for one. Everyone who has joined YouTube can view information on a Channel or Profile page.

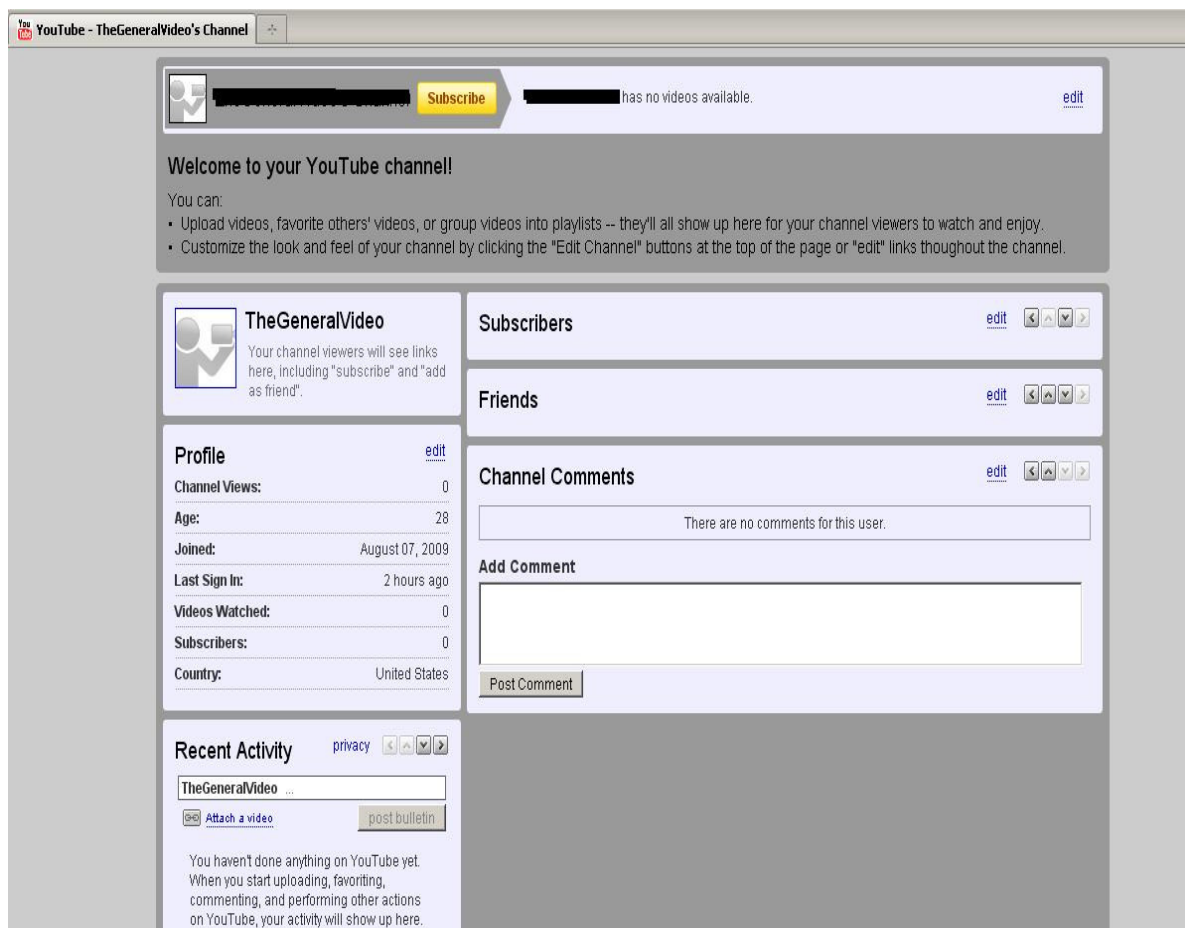
It's a centralized location where other users can see your public videos, favorites, comments, subscribers, video log, bulletin status, and recent activity.

Users can also see statistics about you, such as how long you've been a YouTube member, how many videos you've watched, along with videos and number of subscribers.

Your Channel is an easy place for people to connect with you, to send you a message, share a channel, add you as a friend, or add comments and much more.

Check out the White House Channel

at: <http://www.youtube.com/user/whitehouse?blend=1&ob=4>



The screenshot shows a YouTube channel page for 'TheGeneralVideo'. At the top, there is a header with the channel name, a 'Subscribe' button, and a message stating 'no videos available'. Below this is a 'Welcome to your YouTube channel!' section with instructions on how to use the channel. The main content area is divided into several sections: 'Profile' (showing channel views, age, joined date, last sign in, videos watched, subscribers, and country), 'Subscribers', 'Friends', 'Channel Comments' (with a message that there are no comments), 'Add Comment' (with a text input field and a 'Post Comment' button), and 'Recent Activity' (with a search bar and a message that no activity has been recorded yet).

You can select different themes and colors for your Channel site and you can modify it using the advanced settings:

For help with YouTube Channel Personal Settings visit:

<http://www.google.com/support/youtube/bin/topic.py?hl=en&topic=16571>

YouTube - TheGeneralVideo's Channel

Broadcast Yourself™
Worldwide | English

(0) [Avatar] [Profile] | Account | QuickList (0) | Help | Sign Out

Home Subscriptions Videos Shows Channels

Search [Input] Upload

Edit Channel Settings Themes and Colors Modules Close

Grey Blue Red Sunlight Forest 8-bit Princess Fire Stealth

"Grey" [hide advanced options](#) [new theme](#) [Save Changes](#) or cancel

General

Font:

Background color:

Wrapper color:

Wrapper text color:

Wrapper link color:

Wrapper transparency:

Background Image: [Delete](#)

Upload an image that will display as a background on your channel (maximum 256K).

Repeat Background:

Color Palettes

Background color:

Title text color:

Link color:

Body text color:

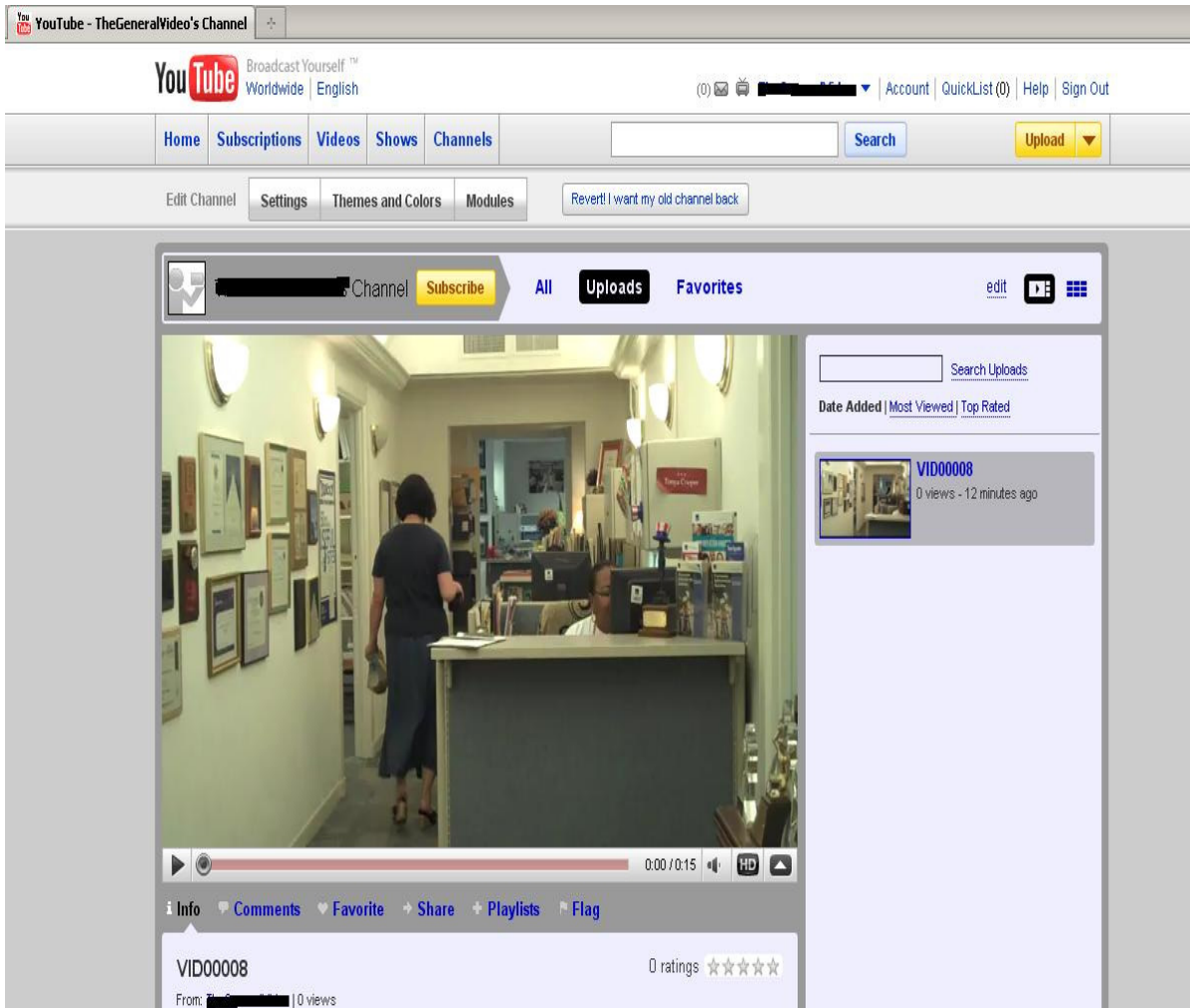
Transparency:

[Avatar] TheGeneralVideo's Channel [Subscribe](#) [Avatar] has no videos available. [edit](#)

Welcome to your YouTube channel!

You can:

Once you have made your video open to the public, it will be made visible on your Channel site.



Install the "Multi-Video Uploader" if you will be uploading multiple videos at once:
http://www.youtube.com/my_videos_multiupload

*You must be logged into YouTube to install the "Multi-Video Uploader"

Troubleshooting/Common Problems

During shooting:

- Forgetting to tape
- Forgetting to charge battery
- Wrong setting set to play rather than camera
- Forgetting to hit record

During editing:

- Error messages (Mac: Scratch disks are full) If you get this error there is no more space on your hard drive--you must free up space.
- Dropping frames
- Importing with the wrong cable (Remember when using Mini DV you ***do not*** import with a USB cable, you import using a firewire cable)
- Codec settings are wrong in Final Cut Express

If you run into problems and you can't solve them on your own, there are two great forums online. The first is a forum for the HV20/30/40 cameras, the second is for video editing:

1. <http://www.hv20.com/index.php>
2. <http://forums.creativecow.net/>

Resources/Tips

What to Buy: Recommended technical specs for both PC's and Mac's

Requirements for Camera and Video Editing:

You will need to have one dedicated computer for video editing either a PC or a Mac with minimum space requirements. These requirements vary depending on where the videos are being stored and how long your videos will be.

It should also potentially have an additional external hard drive to deal with larger video files and or archiving, since the built in hard drive might not have enough space.

Note: HD footage takes up a ton of memory. It is recommended that you get an external hard drive or a computer with at least a 500GB hard drive.

Computers

Mac

Notebook Computer

MacBook Pro (4GB of Memory, 500GB Hard Drive) (Approx. \$2,300)

Desktop Computer

Quad Core (Approx \$2,500 without monitor/display)

Desktop Computer

iMac: 24inch, 3.06GHz, 4GB Memory, 1TB Hard Drive) (Approx. \$2,200)

PC

It's suggested that video editing **not** be done on a PC unless that is all that is available. If you are going to buy a new system, then a Mac is the best way to go.

Below are a few PC's that have enough power and space to do some video editing:

- HP Pavilion M9040N Elite Desktop (Older Version)
- HP Pavilion Elite e9180t (Approx. \$1,000)
- Lenovo IdeaCentre A600 (Approx. \$1,400)

External Hard Drives

Primarily for Mac's but may be compatible with Windows:

Portable Drive: LaCie Rugged Hard Disk 500GB Approx. \$200

Portable Drive: G Drive Mini 500GB Approx: \$219 / G Raid2 1TB Approx: \$250

Desktop Drive: Western Digital My Book Studio Edition 500GB to 2 TB Approx. \$150-\$350

Cameras

Tapeless Cameras

These cameras store the video directly to the camera itself and come in a variety of price ranges.

One thing to note is that if you are using a tapeless camera, you will have to find a way to store the footage you shot because the cameras have limited space capabilities. These cameras are good for quick and simple videos that do not necessarily require archiving of the original footage.

Flip Cameras

These cameras are relatively inexpensive and come in a variety of forms. If you are going to buy a flip camera, iMovie Editing Software will do.

Flip Mino HD:

The flip Mino HD is a flip camera that shoots in HD format. (Records 60 Minutes Max, 4GB of Space, Records in .MP4)

Flip Mino:

This is the most basic of all the Flip Cameras. It has the least space, but can record up to 60min. (Records 60 Minutes Max., 2GB of Space, Records in .AVI)

Flip Mino UltraHD:

The UltraHD is larger in size then the Flip HD. It has an additional 4GB of space and can record an additional 60 minutes. It is less expensive then the Flip HD and not much difference exist between the two. (Records 120Minutes Max., 8GB of Space, Records in .MP4)

Flip Ultra:

The Flip Ultra is larger in size then the Flip Mino. It has an additional 2GB of space and can record an additional 60 minutes. This camera is less expensive then the Flip Mino (Records 120Minutes Max, 4GB of Space, Records in .MP4)

MiniDV Cameras: (*Recommended Camera has a star next to it*)

Mini DV cameras record video to a small tape (Mini DV tape). You then transfer the footage to a computer via a firewire cable. Mini DV Cameras are great to use because you can store the tapes you recorded on and you don't have to backup the original files. All you have to do is put the tapes in a safe place!

The following Mini DV cameras come in a wide range of prices, depending on how good you want the quality to be. You can get a great camera for around \$800.00.

The camera recommend is the Canon VIXIA HV40. If that is out of your price range, the other cameras listed below will get the job done. You can always watch test footage of the camera online at YouTube, just search the camera you are interested in buying.

- Canon VIXIA HV40 (\$800)*

The Canon HV40 is right on the cusp of being a consumer camera and a professional camera. It has great image quality on automatic and it is simple to use.

- Panasonic MiniDV Cameras: One choice is the PV-GS320: (\$450)
- Sony High Definition HandyCams (\$600+)

MiniDV Tapes:

If you are using a MiniDV camera you will need MiniDV tapes. Whichever brand of tape you buy, you **MUST** stick with it, **DO NOT** use different brands of tapes in the camera. It can and will cause problems with the camera down the line. If you must use a different brand of tape, purchase a tape cleaner and use it before using the new brand of tape!

There are a many brands of tapes out there and everyone will have an opinion as to which tape is best. The Panasonic Professional line of tapes is recommended. The quality is best and doesn't cost more then consumer tapes.

The tapes can found at most stores:

<http://www.amazon.com/Panasonic-AY-DVM83PQ-Professional-Quality/dp/B000BP5RIE>

Firewire Cables

Firewire cables come in two types of speeds: 400mbps or 800mbps. Check your computer and see what type of port is on it, since some computers do not take 800 wires. Firewire cables also have varying pins (4pin to 6pin, 6pin to 9pin, etc.) The image below is a 4pin (smaller one on the left) to 6pin cable. The 4 pin side gets connected to the camera and the 6 pin gets connected to the computer.



Firewire devices are "hot pluggable" in that you may connect and disconnect them at any time. The devices don't need to be ejected from the computer.

Below is an image of a camera and a firewire port. Note that this is NOT a USB drive. The port is typically on the back of the camera and will say DV or HDV or DV IN/OUT, etc. This is where the firewire cable gets plugged in.



Importing Images and Audio

When importing images into iMovie or Final Cut Pro, make sure that the images are the same dimensions as the video you are working with (i.e. widescreen).

- If you are using jpegs, the resolution doesn't need to be higher than 150dpi to bring it into Final Cut Pro. The larger the resolution the more space it will eat up.

- If you take a screenshot, you will need to change the photo file to a jpeg and also change the resolution. You may also have to change the dimensions so that it fits properly into your video.
- You may make adjustments to your images using Photoshop or another photo editing software.
- If taking screenshots on a PC, you can use Paint to circle parts of the image that are important to the viewer, you may also make small adjustments using Paint (See below for an example)

Usability.gov
Your guide for developing usable & useful Web sites

Home | Basics | Methods | Templates | Resources Across Government | Articles & Discussion | Guidelines | About Us

Please don't make me think!
Usability.gov is a one-stop source for government web designers to learn how to make websites more usable, useful, and accessible. The site addresses a broad range of factors that go into web design and development. The site will help you to:

- Plan and design usable sites by collecting data on what users need
- Develop prototypes
- Conduct usability tests and write up results
- Measure trends and demographics

Usability Basics and Methods
The Usability Basics section provides information about what usability is, why it is important, how much it costs, measurement and other basic information. The Usability Methods section includes various user-centered design methods that can help improve the usability of your site. Find out how to perform card sorting, create personas and other great methods.

Templates
Usability.gov provides a wide range of templates for your use. They can be customized for your organization's usability needs. All of the templates are in the public domain and can be freely downloaded.

Guidelines
We have packaged our core knowledge into a set of guidelines for user-centered design. The content can be viewed on line or accessed via PDF format.

Resources Across Government
The Resources Across Government section provides information and resources to help you implement usability in your government Web efforts.

Articles & Discussion
Organizing Content on Web Sites
As many of you well know, designing a Web site can be very difficult. Part of that difficulty is in creating an information architecture that represents your content and labeling the links to make that content easy to find. [Read More and Comment.](#)

Blog With Usability.gov
 [Join our Blog!](#) We want to hear from you.

RSS
 [What's new RSS feeds](#)
[Help with RSS](#)

Step-by-Step Guide
We provide a [step-by-step visual map](#) to guide you through the user-centered design process.

[Accessibility](#) | [Privacy Policy](#) | [USA.gov](#)
This is an official U.S. Government Web site managed by the [U.S. Department of Health & Human Services](#).

Interviewing tips for short videos

When shooting interviews, there are a few key things to remember:

- Make sure that whomever is on screen doesn't wear, stripes or busy patterns
- Do not film in front of a window, no matter how lovely the light streaming in might seem (digital video has difficulties focusing on the subject in these instances)
- Do not film in front of anything that distracts the eye from what is going on
- Do not film a person sitting and talking to the camera. It makes it difficult for the viewer to pay attention.
- Make sure the interviewee speaks clearly and loud enough.

Podcasting and Vodcasting

What is Podcasting?

Podcasting in the simplest terms is either a recording of audio you are downloading or audio you create and then upload to the web

Below is a good introduction to podcasting.

<http://computer.howstuffworks.com/podcasting.htm>

When you are creating a podcast

<http://computer.howstuffworks.com/podcasting3.htm>

What is Vodcasting?

http://en.wikipedia.org/wiki/Video_podcast

Glossary of terms

Mini DV

MiniDV is a common digital storage format available in small cassettes with high capacity.

MP4

M-peg 4 is a type of video compression used by AVCHD HD camcorders.

Audio Video Interleave (AVI)

AVI is the file format for Microsoft's Video for Windows standard.

MOV

Files saved with a .mov extension are QuickTime movies. They are often created by iMovie on a Mac, but other video editing programs can also save in this format. QuickTime .mov files can be uploaded to YouTube without any additional conversion.

Standard Definition (SD)

The term is usually used in reference to digital television, in particular when broadcasting at the same (or similar) resolution as analog systems. In the USA, SDTV refers to digital television broadcast in 4:3 aspect ratio.

High-definition video or HD video

Refers to any video system of higher resolution than standard-definition (SD) video, and most commonly involves display resolutions of 1280×720 pixels (720p) or 1920×1080 pixels (1080i/1080p).

FireWire Cable

A FireWire cable is a special kind of connector that has the ability transfer large amounts of data at very high speeds.

This kind of connector is generally used for video and audio editing. The FireWire cable is used to transfer video from your video camera to the computer for editing. FireWire cables are also known as IEEE-1394 cables or 4-pin to 4-pin cable for PC's or a 6-pin to 4-pin cable for a Macintosh. Make sure to get the right cable for the computer you will be working on.

Rendering

Rendering is a process that the computer goes through to process the video and audio content and make it viewable

Importing

The process of bringing video into editing program

Exporting

The process of taking finished edited video and converting it into a accessible stand alone video file.

Compression

Video compression refers to reducing the quantity of data used to represent digital video images.

Non-Linear Editing

An editing system where edits can be performed at any time in any order. Access is random, which means that the system can jump to specific pieces of data without having to look through the whole footage to find it.

Podcasting

The term *podcasting* derives its name from Apple's iPod, but to create a podcast or even to listen to one, you don't need to own an iPod, or any portable music player for that matter. In a nutshell, Podcasting is a new type of online media delivery. You publish selected audio files via the internet and allow your users to subscribe via an RSS feed to automatically receive new files. Podcasting lets you create your own syndicated online talkshow or radio program, with content of your choosing.

NTSC

NTSC is an analog television encoding system used mainly in the United States.

PAL

PAL is an analog television encoding system used mainly in Europe.