



How to make videos with your smartphone



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This guide was prepared by Robert van Tellingen, Director of Character Media, with the help of the URBACT Secretariat.

The objective is to help URBACT beneficiaries and stakeholders in their efforts to better capture and share their work, knowledge and practices in videos.

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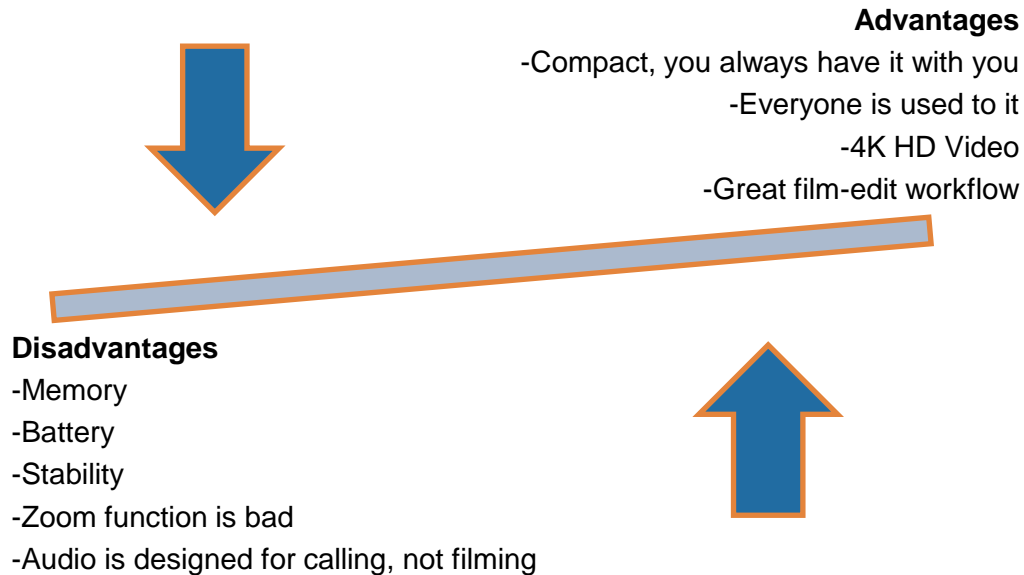
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1. Why a video done with a smartphone?

90% of the information our brain consumes is visual. A video is a good alternative to notes, powerpoints, and other written materials. Using your phone for filming might have its perks and drawbacks as follows:



2. What is your story?

Before you start a video define a story to tell. Content is the most important element in a video. To be sure you have a story define it in a sentence. If you can't, try harder.

In addition, ask yourself: "Why would anybody be interested in watching this video?"

Test your story to a colleague and ask for feedback before filming.

Once you have your story, you face a big challenge: How to make a video that touches people?

"People will forget what you said. People will forget what you did.
But people will never forget how you made them feel."
Maya Angelou

The audience has to be connected to your story. The more people are connected with your story, the higher are the chances your video will be viewed until the end. To connect with your audience add emotion to your message. Make the audience laugh, cry, be angry or proud. But remember: being funny is not always easy and you have to be a bit lucky to catch something really emotional on camera.

If your story presents a challenge or a problem, try to find a positive angle or perspective to show. People share positive content much more than negative content.

Finally, remember that a short story should be focused. It cannot always cover the complexity of a project. You need to make some choices about what you will present in your video.

3 Who is the audience?

Once you have your story, ask yourself: with whom you want to share it and why?

Who are the people interested in your story? Do they know you or the topic you deal with? Depending on the answer, you can distinguish your audience between internal and external as follows.

The language, style and platforms you will be using are primordial in catching their attention from the beginning until the end of the video.

Internal versus External

Internal audience	External audience
People of your network/city/Local Group who know URBACT and its jargon (ULG, etc)	Any kind of cities, people who don't know URBACT, its jargon & acronyms but are interested in your story/topic
Not to share on social media, network page	Give context, explain
	Avoid acronyms and jargon (i.e. ULG, transfer network, etc)
	Share on network/NUP webpage and social media

4 What type of video?

You can always be inspired by popular video categories available on the Internet, but for your URBACT story some suitable types are an interview, a vlog or an animation. These types can be mixed to achieve a more complete result.

Interview:

As an URBACT stakeholder you might want to present your and your colleagues' work as a result of an URBACT network. The interview, besides showing a real face behind a long-lasting work, should better include shots of the result of this work. An interview of one or more people on a specific topic can also be called vox-pops (the voice of people).

Some tips before and during the interview:

- ✓ Prepare your own question list. Think about the desired answers you need in your story. During the interview, it happens that people start talking about something that may be interesting, but is not on your list. Try to be flexible, be open for what he/she

Popular video categories

1. Music clips
2. Product review
3. Vlogs
4. Gaming Videos
5. How-To Videos
6. Favorites/Best Of Videos
9. Educational Videos
10. Comedy/Skit Videos
11. Top X list

says and then return to your question list.

- ✓ During the interview, your question is not important, the answer is. Use questions that lead to answers you can use in your video. Connecting questions or phrases, like why?... because... please continue... What happened next?... What was the result?, will help you get more out of your interview.
- ✓ If the story has different angles to present, make chapters and group your questions under each chapter (i.e. participatory approach: who was involved in the project? Integrated approach: does the project cover economic, social, environmental aspects? Results: what did you achieve? How does the local population benefit from the project?).
- ✓ Think about what shots will support your story.
- ✓ Make sure you are at the right spot.
- ✓ The background is part of the story. If the interview speaks about work in progress in the city, take some shots of the construction works.
- ✓ The light source should face the interviewee.
- ✓ Try a silent environment, with good audio ambience.
- ✓ Audio is very important. If you can, use a microphone, otherwise record from a 1 meter distance only from the person who is being interviewed.
- ✓ Ask the interviewees to sign a consent form for filming them and for disseminating the video (see an example of a consent form in the annex).

See example of a vox-pop [here](#).

Vlog: This is the shortcut name for a video blog, a video usually personal and self-made. The main goal of a vlog is to communicate with a wide audience on a personal level. It records a person's life or an individual explaining a certain topic. A vlog can be both instructional and entertaining. See a viral example by the famous vlogger Kasey Neistat [here](#).

Animation: Technically, animation is more a style of video than a type of video. Animated videos have the power to leave viewers in a reflection mode or a feel-good frame of mind. Animated videos are perfect to explain complex terms and meanings. Animations can be done with the help of a smartphone but a professional help is often necessary. Some good URBACT examples of animations include:

RetailLink: [The evolution of retail](#)

[RetailLink for Dummies](#), [Step 1: Put the consumer first](#), [Step 2: The city is the packaging](#), [Step 3: Reshape the urban space](#), [Step 4: Rethink regulation](#), [Step 5: When walking is easy, shopping is a pleasure](#), [Step 6: A place is not a brand, it is an experience](#)

Procure: [How we spend money can make a difference?](#)

REFILL: [Temporary use for dummies](#)

CSI Europe: [How to build a rocket](#)

5. What to always keep in mind when filming

-Horizontal filming only! All the supports, TV, computer screen, are horizontal. The video should therefore be horizontal. Even on our mobiles, when we put a video on full screen we watch it horizontally. If you are not yet convinced watch this [video](#).

-Working with light: Make your subject faces the light source. Upper and lower light is ugly. If you don't have a choice, move closer to the subject.

-Working with audio: Get rid of background noise as much as possible. If this is impossible, look for a better location. If this is impossible, show the source of the audio or the noise (i.e.construction work related to your story). If this is impossible, don't film ☺

-Make steady shots

-Slow movements

-Different frames: wide, medium, close

-Vary between “bird” and “frog” perspectives to give more or less importance to your subject according to your context. →



-One shot at a time

-Activate airplane mode while you're filming. You do not want to receive a call that will interrupt your shot or interview.

-Make it short: 4 minutes max. A vox-pop should not last more than 1 minute.

-Include English subtitles when necessary, even if the video is in English

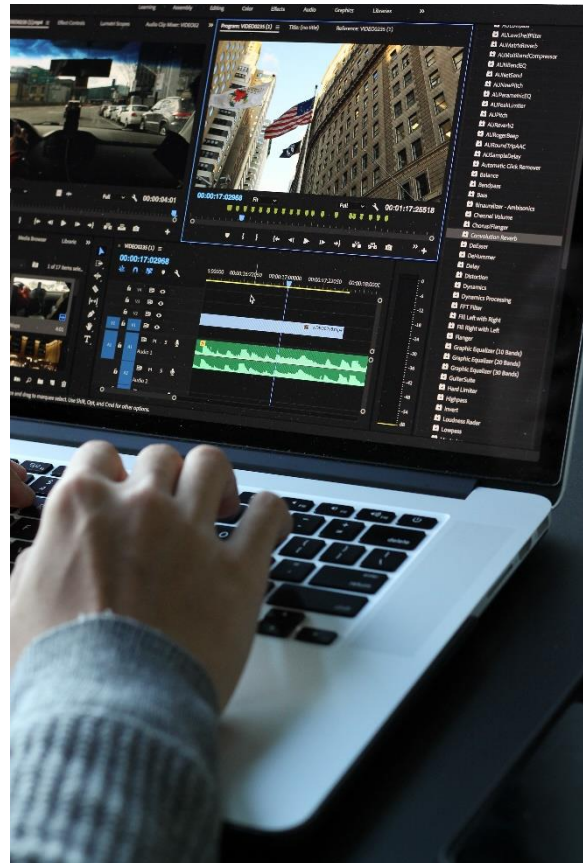
-URBACT and ERDF logos: if the story is produced in the framework of URBACT then add the URBACT and ERDF logos at the beginning and/or at the end of the video.

6. How to edit your film

When filming it is better to have many shots in different videos than just one shot that tries to show everything. As soon as you have finished filming check your footage and think how you will put your story together.

Remember that:

- ✓ The most striking scene, quote or image that is most relevant for your story, should be at the beginning of the video.
- ✓ Missing content can be solved with a title or voice over.
- ✓ Don't use a special effect because it is a cool effect. You must have a reason.
- ✓ The story is the most important element. Technique should support the story.



Recommended Editing Softwares

	Mobile edit app	Computer edit	Free software	Paid software
Kinemaster¹	✓		✓	✓
I movie²	✓			
Powerdirector	✓			
Adobe premiere³		✓		✓
Da Vinci Resolve⁴		✓	✓	
Hitfilm4express⁵		✓	✓	

¹ Free version has Kinemaster copyright whereas the paid one has no copyrights. Very user-friendly

² For iPhone only

³ One of the most used programmes. Easy-to-learn and connected to other Adobe software, such as Photoshop, Audition, etc.

⁴ Very good programme for a freeware. A bit more user-friendly than Adobe premiere.

⁵ Recommended by Youtube artists. About the same design as Adobe Premiere.

7. How to promote your video to an external audience

Once you have edited your video and it is ready to be shared, find a suitable platform like YouTube or DailyMotion to host it.

Then, share it widely through the following channels:

- Your URBACT's network webpage
- A National URBACT Point webpage
- Your city's/network's newsletter
- Your city's/network's social media (especially Facebook, Twitter, LinkedIn)
- Targeted emails to the people you know they would be particularly interested in your videos

Videos become viral first because of the quality of the story or of the message, the connection it makes with the audience and the frequency/ways it has been promoted.

Before you share your video decide how you will measure its impact (number of views, number of times it was shared on social media etc).

Here are some viral videos from the video specialist Issa Shaker:

[Follow the frog](#)

[Batman](#)

[Most Shocking Second a Day Video](#)

Going The word "Viral" is written in white on a red rounded square background, with blue circuit lines extending from the right side.



ANNEX: CONSENT FORM FOR FILMING

I _____ consent to XX and its colleagues to take video shots of myself that they can then use for local and international dissemination, and for promoting URBACT activities and benefits a wider external audience.

Date:

Signature: