



Produce a video or vlog

Making a video is a great way to get your voice heard. It's also a fun and challenging creative project.

Resources:

- Smartphone or iPad

Individual or group activity

Things to consider when planning the content:

- Who is your audience?
- How long will the video be?
- What is the tone?
(Is it funny? serious? informative?)
- How people will see your video once it's been made?

People involved in making a video or vlog:

You don't need a team of people, you can do all these jobs yourself.

- **Scriptwriter:** writes the words that the presenters will say.
- **Presenter:** needs to be confident to talk on camera.
- **Director:** has a vision of how the finished video should look.
- **Producer:** organises all of the props and equipment needed to help create the director's vision.
- **Editor:** cuts together the video clips.

Sharing your video:

1. Will you post the video on social media? If so, which platform(s)?
2. Write a title and description for your video.
3. Think of some hashtags that will help people find your video.
4. How could you encourage your local newspaper to cover your project?
5. Can you encourage other social media accounts, e.g. those of your school or youth club, to share your video? Don't forget to tag us on social media

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Equipment you'll need to make a video or vlog:

1. **Camera** – If you use a smartphone, make sure you turn it sideways and film in landscape format. This is better for posting to social media, especially YouTube.
2. **Tripod** – Professional videos keep the camera as stable as possible by resting it on something, and also raise it to a good height (level with presenters' eyes).
3. **Lights** – Make sure the presenters have a source of light (like a lamp or a window) shining on their faces, rather than positioned behind them.
4. **Sound recording equipment** – A phone will record both audio and visual, but a digital camera might not, so make sure you capture both. You can record the sound separately using a voice recording app on your phone. Make sure you film the video somewhere without a lot of distracting background noise.
5. **Editing software** – Once you have all the clips for your video, you'll need to put them together.

Using a computer: try the inbuilt video editor (Windows Movie Maker or iMovie), or download a free programme like Lightworks or Hitfilm Express.

Using a smartphone: try the free KineMaster or Adobe Premiere Clip apps.