



# Media and information literacy

A practical guidebook for trainers

Supported by the



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# 5. Video

You can download the guidelines and worksheets from this chapter here:

[dw.com/en/media-and-information-literacy-a-practical-guidebook-for-trainers-third-edition/a-56192371](https://www.dw.com/en/media-and-information-literacy-a-practical-guidebook-for-trainers-third-edition/a-56192371)



## WORKSHEET

### Video profile of ...

#### TASK

There are millions of movies, TV shows, and internet videos around the world and everyone has their own personal preferences. Which ones do you remember best and why?

#### What made me laugh and why?

Movie

TV show

Internet video

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

#### What made me cry and why?

Movie

TV show

Internet video

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

#### What shocked me and why?

Movie

TV show

Internet video

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

#### What changed my life and why?

Movie

TV show

Internet video

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____



## WORKSHEET

### Vlogging — plan and prepare

What topics interest you?

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Circle the topic that would be most interesting for your viewers and that you have a lot to say about. List various aspects of that topic.

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Now, circle the aspect that would be most relevant for your viewers. Formulate one main question or idea that you aim to address in your vlog.

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#### Tips for language and text

It is always important for a vlogger to think about their audience. Choose an appropriate way to talk to your viewers and speak directly to them. It helps to think of an individual viewer, for instance a friend. Imagine you are talking to that friend, not to a camera. So avoid openings like “Dear viewers all over the world...” and go for something more personal and intimate instead, “hello, thanks for joining me...” Weave a common thread through your vlog.

- **Introduction:** How do you want to introduce the issue to your viewers? With a personal example? With a question?
- **Middle section:** What additional aspects, questions, or examples do you also want to address and when? Do you want to surprise your viewers? How?
- **Conclusion:** How do you want to end your vlog? With a conclusion? An open-ended question? With a reference to a link, another vlog, or a call to action?

#### Tips for voice, gestures, and facial expressions

A vlogger can employ various tools to emphasize the text.

- **Voice:** You can play with your voice and pitch: speak loudly, or quietly, and pause occasionally. Just make sure you always speak clearly.

- **Facial expressions:** Look directly into the camera and use facial expressions to indicate how you want to get your point across—either in a serious or humorous way.
- **Gestures:** Use gestures to emphasize what you are saying.

#### Tips for images and sound

- **Image:** Place the camera or smart phone at eye level. Make sure that the shot shows the vlogger from the chest upward, and that facial expressions and gestures can be seen clearly.
- **Sound:** Since background noise can be disturbing, choose a quiet location where no one else is speaking at the same time. Do a sound test.

#### Tips for recording

Turn on the recording device before the vlogger begins speaking. Let it run for about five seconds and then give the signal for the vlogger to start. Hold the device steady. You can place your elbows on a table to help steady your hold. Wait five seconds at the end before you stop recording. Extra material can always be edited out, but you can never record a moment that has already passed.



## WORKSHEET

### Quiz: Video shot sizes



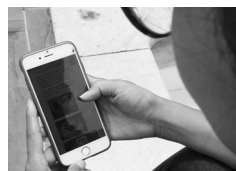
Long shot



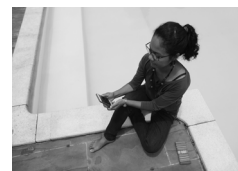
Medium shot



Close-up



Over the shoulder



Unusual shot

### TASK

Analyze the first ten shots from video 1. For each of them, identify the shot size and tick the right one.

#### Shot 1

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

#### Shot 2

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

#### Shot 3

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

#### Shot 4

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

#### Shot 5

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

#### Shot 6

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

#### Shot 7

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

#### Shot 8

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

#### Shot 9

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

#### Shot 10

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

## TASK

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Analyze the first ten shots from video 2. For each of them, identify the shot size and tick the right one.

### Shot 1

---

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

### Shot 2

---

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

### Shot 3

---

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

### Shot 4

---

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

### Shot 5

---

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

### Shot 6

---

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

### Shot 7

---

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

### Shot 8

---

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

### Shot 9

---

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot

### Shot 10

---

- Long shot
- Medium shot
- Close-up
- Over the shoulder
- Unusual shot



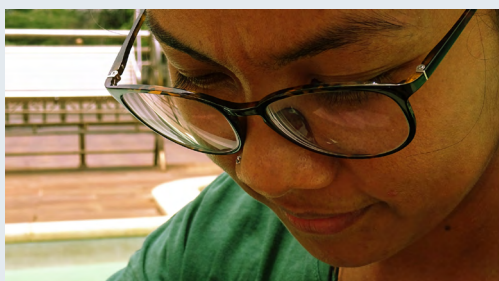
## GUIDELINES

### Five-shot rule



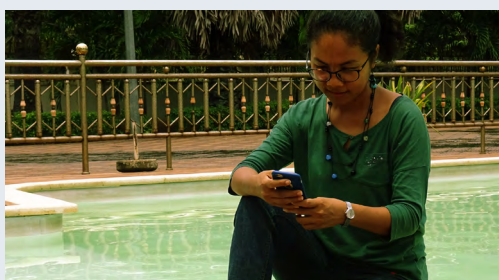
#### Close-up of the action

What is happening? Engage the viewer and introduce a little mystery by getting very close to the action and showing a detail.



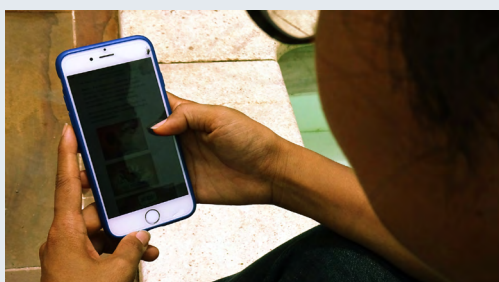
#### Close-up of the face

Who is the person performing the action? What are they feeling? Go in very close and crop the top of the subject's head.



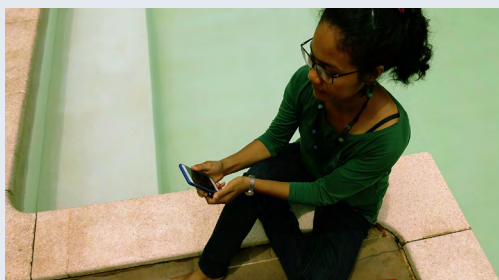
#### Medium or long shot

Where is the action taking place? Add context, mood, environment, location, and information about the subject's surroundings.



#### Over-the-shoulder shot

How is the action being performed? Shoot from over the subject's shoulder to represent the person's point of view. Viewers then identify with the person engaged in the activity.



#### Unusual/alternative shot

What else should the viewer know? Be creative, stand on a chair, crawl on your belly, and vary what is in the foreground and the background.





## WORKSHEET

### Storyboard

#### TASK

Plan the shots for your storyline with this storyboard. Use the five-shot rule and a variety of shot sizes. Sketch your idea for each shot and write the shot size under each sketch. Avoid major jumps, such as a long shot to a close-up.

Title: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



## WORKSHEET

### Check it! YouTube video

#### TASK

Analyze a popular video from one of the categories you have selected.

Video category: \_\_\_\_\_

Sample video: \_\_\_\_\_

Who owns the channel? \_\_\_\_\_

#### Content

What is the topic? Where does the video take place?

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Who are the actors or characters? What are they like? How do they speak?

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What conflicts arise? How are they solved?

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#### Images

Which things in the shots indicate the location? Are there accessories and costumes?

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What are the shot sizes? Is the camera static or in motion?

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Are there cuts in the video? If so, what kind and how do they work?

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**Sound**

Which sounds were added in post-production? Is there music? What kind?

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**Impact**

Do you feel well-informed? Why or why not?

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Do you feel entertained? Why or why not?

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Which topics, people, or aspects felt real to you and which seemed exaggerated?

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How intensely were you drawn into the video and what methods were used?

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## WORKSHEET

### Present it! YouTube channel

#### TASK

Design a big poster for your presentation in the space below. Add the title of your video and the name of your channel, draw a still picture from your video, and leave a lot of space for the "views," "likes," "dislikes," and "comments" from your viewers.



▶ ▶▶ 🔊

Title:

Channel:

▶
Subscribe

\_\_\_\_\_ views

+ Add to
➔ Share
⋮ More

👍 \_\_\_\_\_
🗨️ \_\_\_\_\_

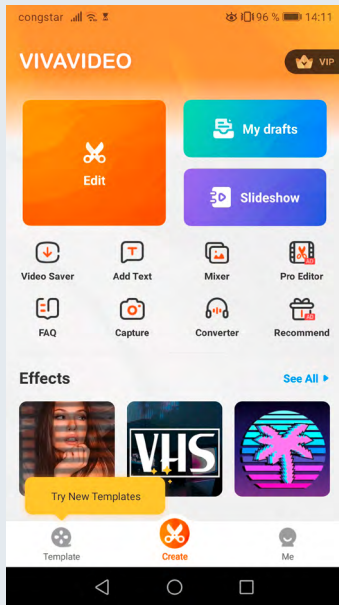
COMMENTS



## GUIDELINES

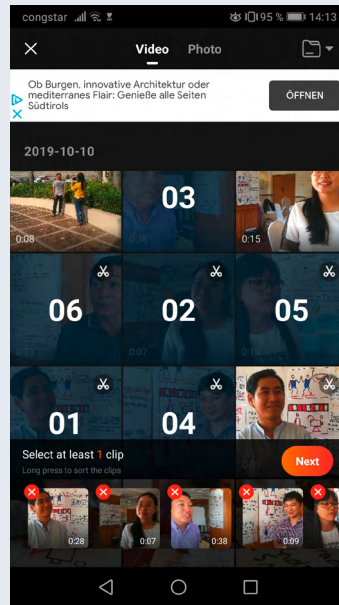
### Editing video: VivaVideo (smartphone)

#### Start menu



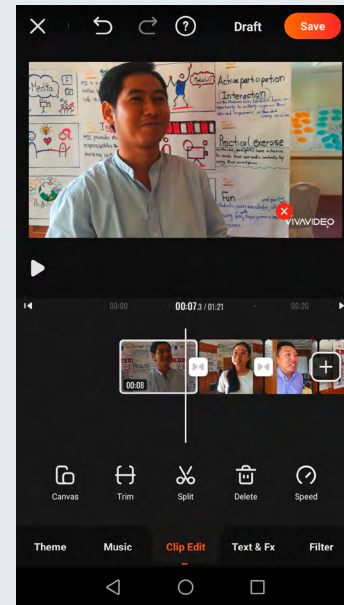
Start the app. Select *Edit* for a new project or go to *My drafts* to open an existing project.

#### Select clips



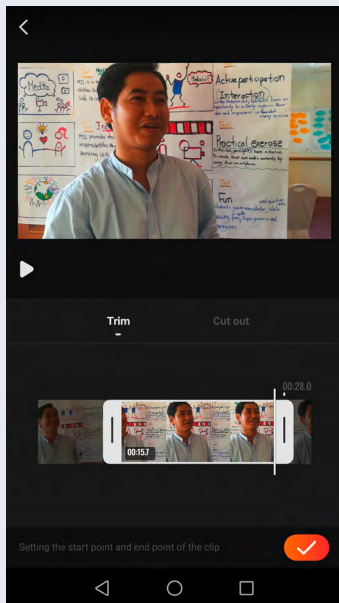
Add the clips from your recordings and tap *Next*.

#### Menus



At the bottom you can see two menus: One to adjust and trim each of your clips and another one to select *Theme*, *Music*, *Clip Edit*, *Text & Fx* and *Filter*.

#### Adjustment



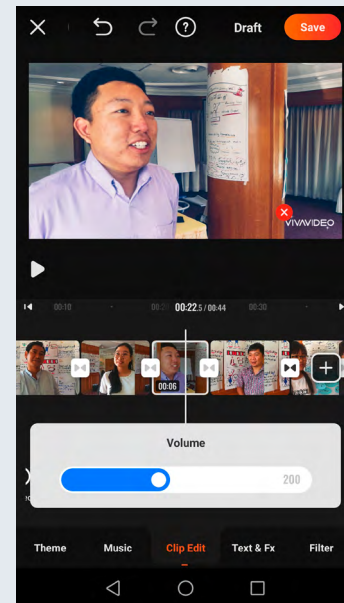
Select a clip and tap *Trim* to adjust it. Determine the beginning and the end of each clip.

#### Cropping



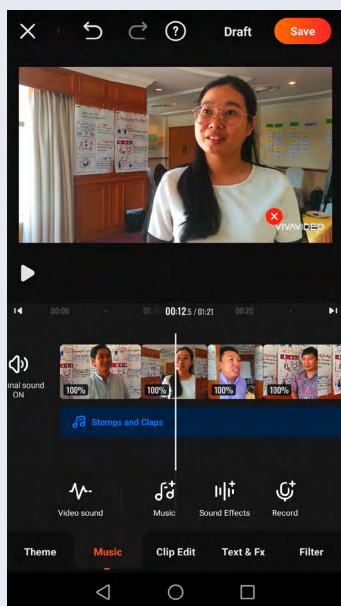
You can also rearrange your clips. By selecting *Clip Edit* you can edit each clip in detail.

#### Brushes



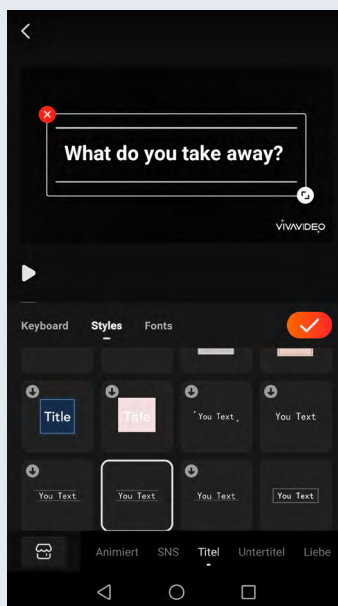
When you have selected *Clip Edit* you can adjust the volume of the selected clip.

## Add music



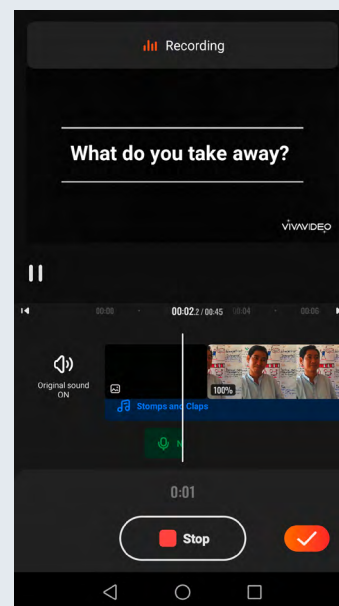
If you like, add music provided in the app. If you use other music, respect the copyright.

## Title



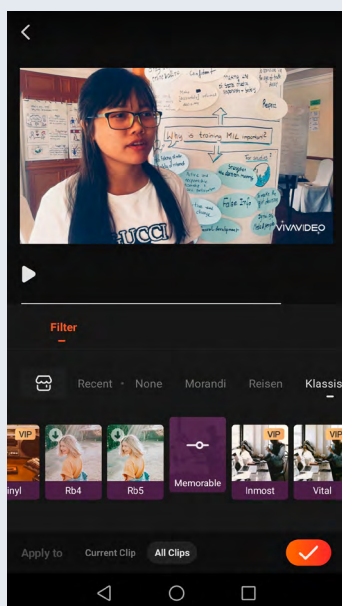
You can select a font, color and size for your title and a color for its background.

## Voice recording



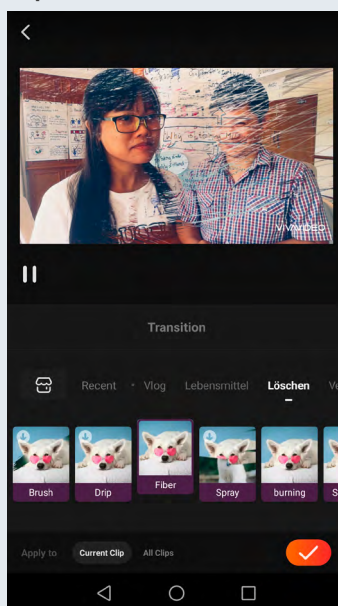
You can also add sound effects or voice recordings during fine-tuning.

## Filter



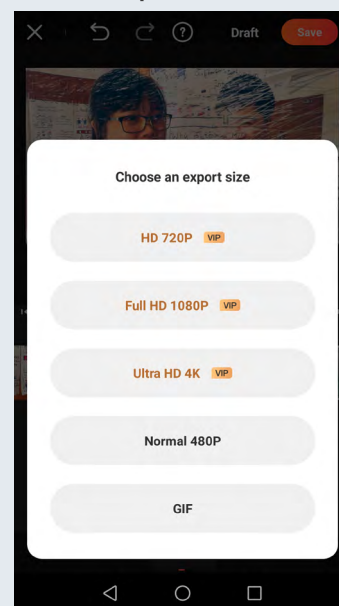
Select **Filter** to adjust the colors, the contrast and the saturation of your clips if you want to achieve certain effects.

## Clip transitions



You can choose effects for the transitions from one clip to another, for instance fading.

## Save and export



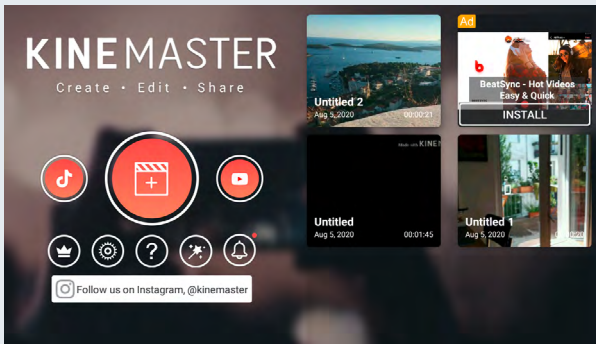
Once you are done editing, tap **Save**. The free version allows you to export in **Normal 480P** Quality.



## GUIDELINES

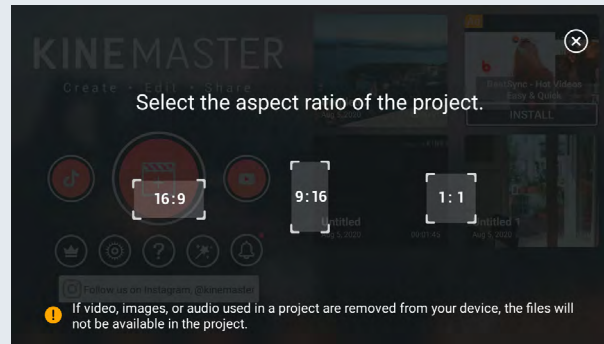
### Editing video: KineMaster (smartphone)

#### Start application



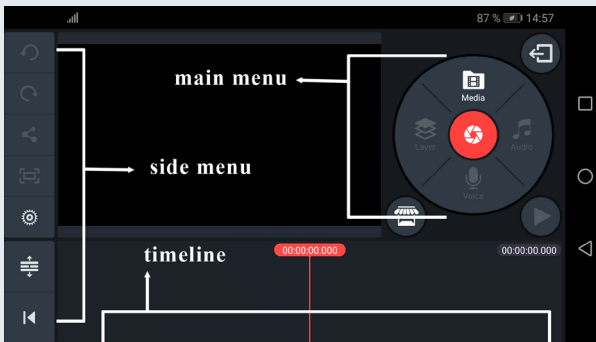
Start the app and select + to create a new project.

#### Aspect ratio



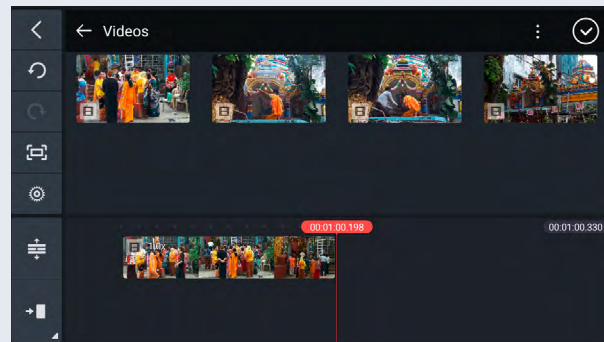
Select the aspect ratio for the project depending on your video material and the platform you want to publish the video.

#### Understanding the menu structure



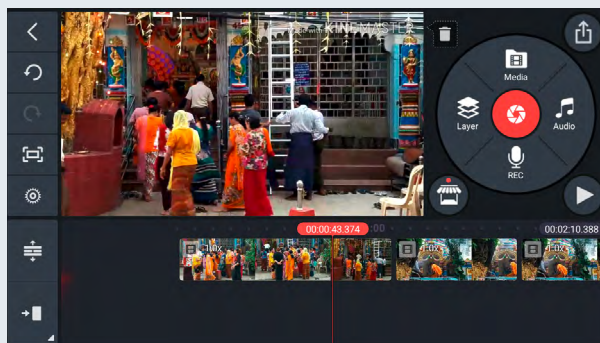
Get acquainted with the menus. Use the *Side* menu to manage general project features, use the *Main* menu for cutting, and place all the video and audio tracks for your video on the *Timeline*.

#### Raw edit: First clip



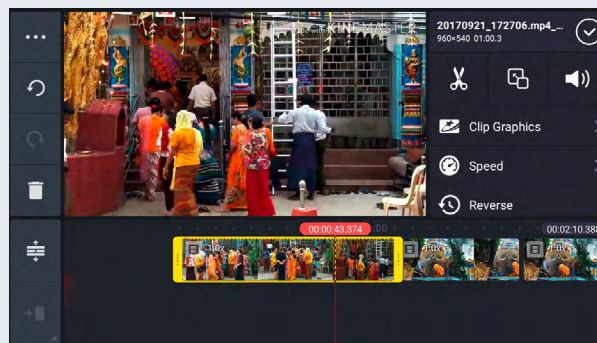
Tap *Media* in the main menu, select the clip from your recordings that you want to start your video with. The clip is automatically dropped into your *Timeline*.

### Raw edit: Additional clips



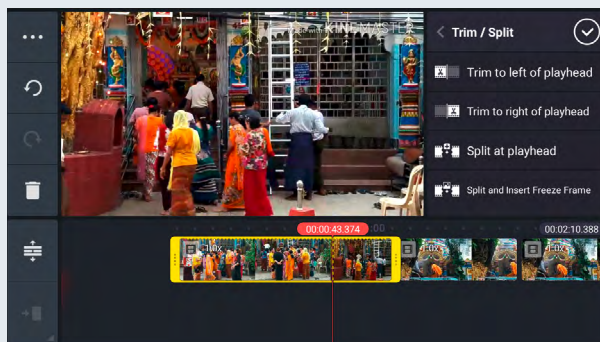
Tap *Media* again to add the other clips in the order in which you want them to appear.

### Fine-tuning: Clip menu



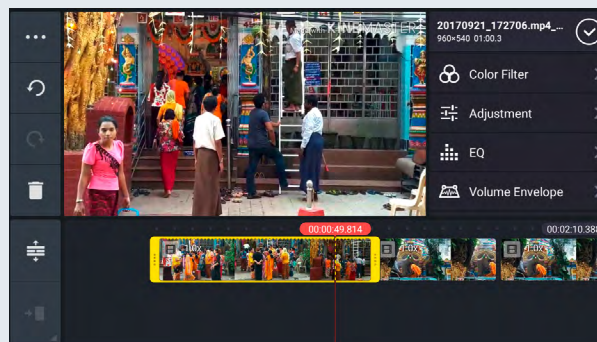
To edit a particular clip, tap on it to open the *Clip* menu rather than the *Main* menu.

### Fine-tuning: Trim clips



In the *Clip* menu, select the scissors. Trim the selected clip by moving the beginning and end of the clip back and forth. You can also use the menu options to trim or cut the clips.

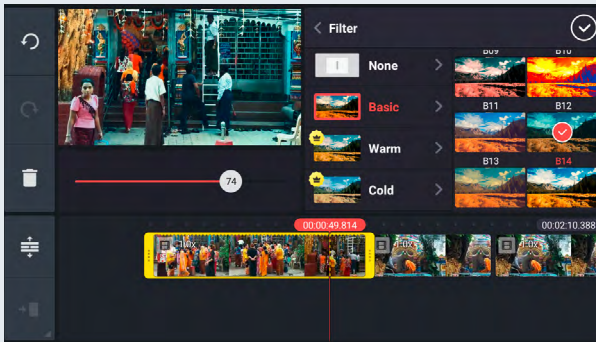
### Fine-tuning: Colors, clip volumes



Once all the clips have been trimmed, you can work on the coloring of the individual clips. Scroll down the *Clip* menu and select *Color Filter* or *Color Adjustment*.

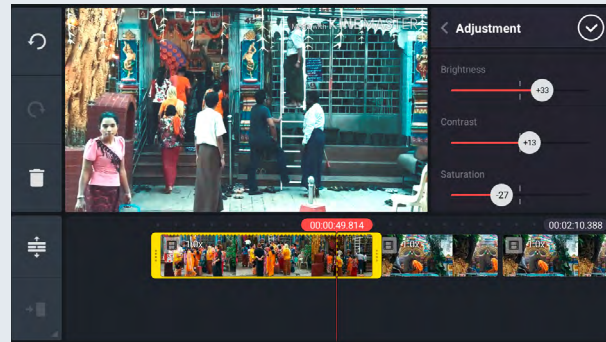


### Fine-tuning: Color filter



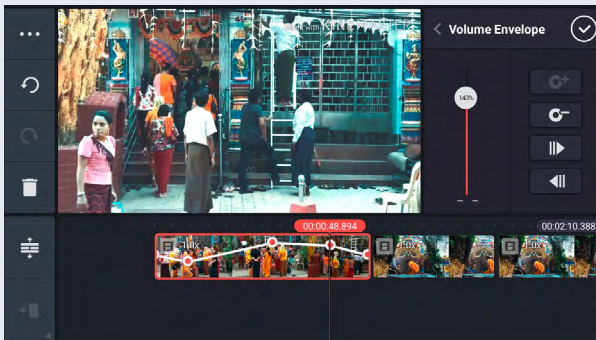
You can alter the emotional impact of an image using color filters. Decide if you want to use filters and, if so, what the impact should be. The stronger you make the filter, the more artificial the image will seem. A color filter always only applies to the particular clip selected.

### Fine-tuning: Color adjustment



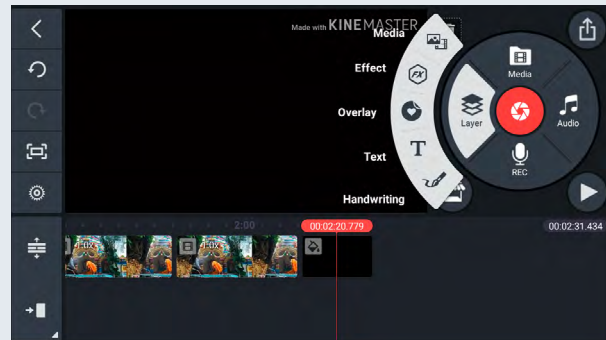
Use color adjustment to alter the brightness, contrast, and color saturation of a clip. Here as well, consider the effect you want to achieve and change the settings accordingly so that all the clips are harmonious.

### Fine-tuning: Clip volume



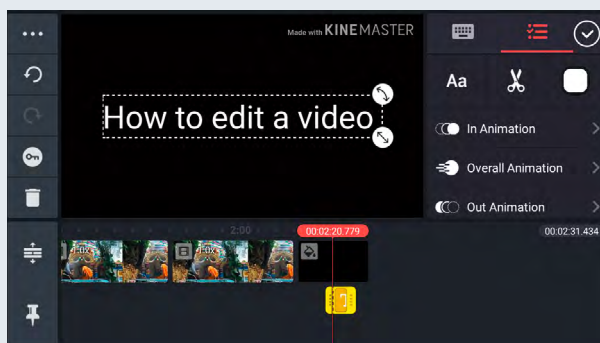
Harmonize the volume of all the clips. Go to one clip and select *Volume Envelope* from the *Clip* menu. Use the controller to alter the volume within each clip.

### Main menu: Layer, voice, audio



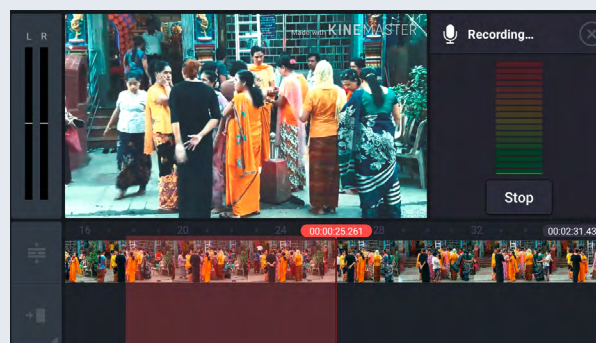
Tap an empty space on the timeline to return to the *Main* menu. Here, you can add other layers to your video, like text, stickers, audio, and language.

### Fine-tuning: Title



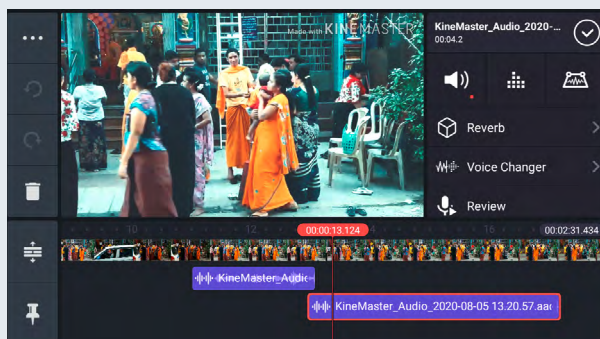
To add a title, select *Text* and then enter your text. Choose a font and a color for the text. If you would like the text to appear against a black background, just add black video to the beginning.

### Fine-tuning: Off-camera narration/language



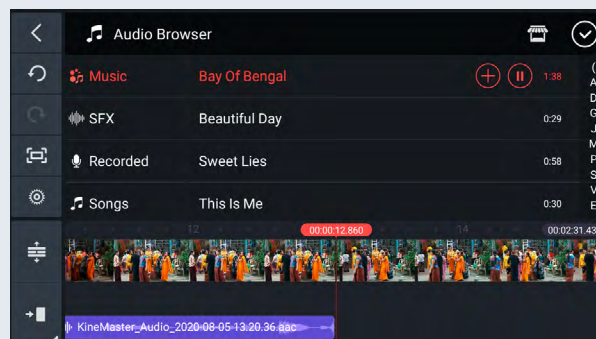
To add off-camera narration, select *Rec* and then go to the place where the narration should begin. Select *Start* to record and *Stop* to end a recording.

### Fine-tuning: Off-camera narration/voice



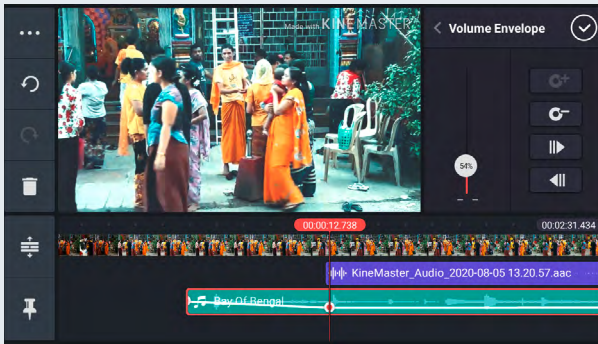
The voice recording has its own audio track (in purple). Just as you did with the other video clips, you can trim the beginning and end, delete the unwanted bits, and adjust the volume.

### Fine-tuning: Music/sounds



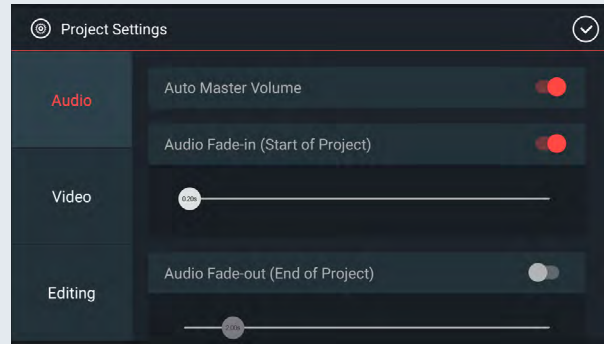
To add music or other sounds, select *Audio* in the *Main* menu. KineMaster offers some free music. Add the audio you like by tapping +. If you want to use other music and plan to publish your video, you should only use music with a Creative Commons (CC) license. Don't infringe on composers' or musicians' copyrights. Don't get yourself into legal trouble.

### Fine-tuning: Audio tracks



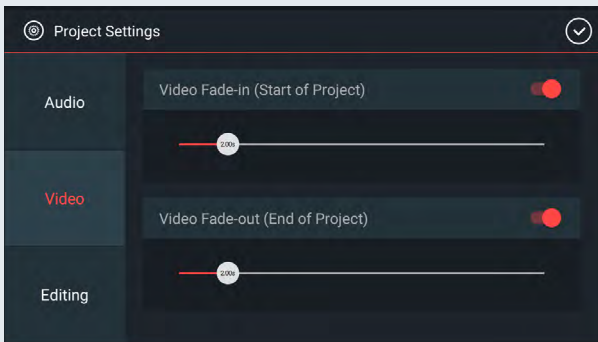
When you add audio, a new audio track appears (in green). Compare the tracks and adjust the volume levels if necessary. You can also add key-points to adjust the volume levels within a clip.

### Side menu: Project settings for audio



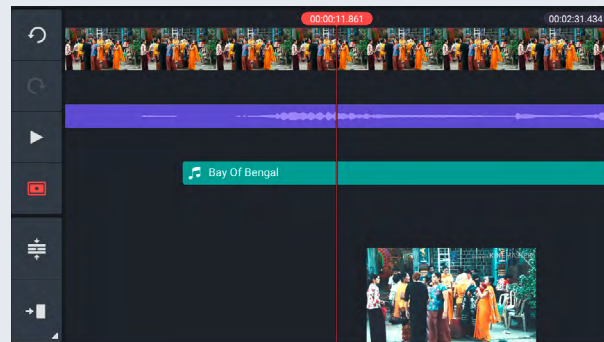
You can adjust the settings to make the fade-ins and fade-outs of the audio tracks automatic. This makes the transitions less abrupt. To do this, go to the *Side* menu and click on the wheel. Select *Project Settings for Audio*.

### Side menu: Project settings for video



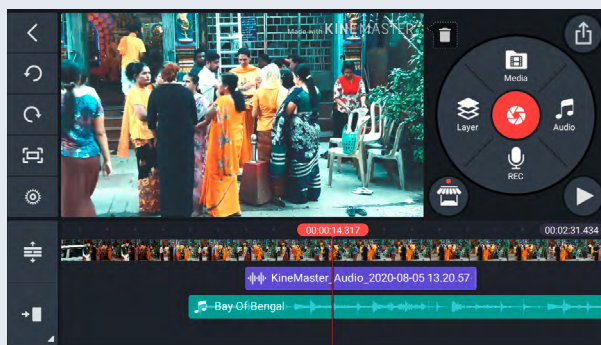
Like the project settings for audio, you can set automatic fade-ins and fade-outs for the video clips here.

### Side menu: View



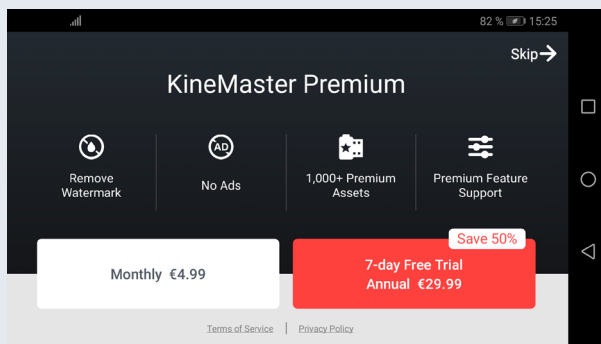
In the *Side* menu, you can adjust the display of your timeline and the viewing function. The *Play* button allows you to show your edited video in full screen.

## Side menu: Share



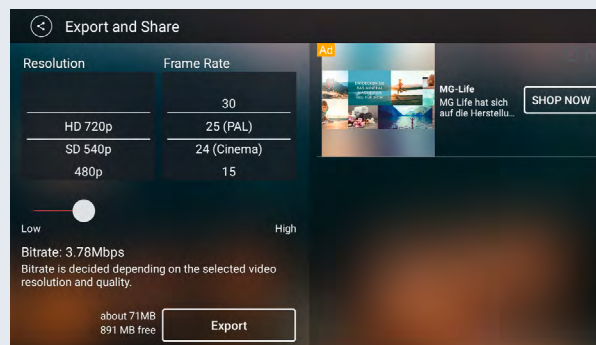
Once you have finished editing your video, you must export it out of your app. Select the *Export* button in the top right corner of your screen.

## Export: Free version with watermark



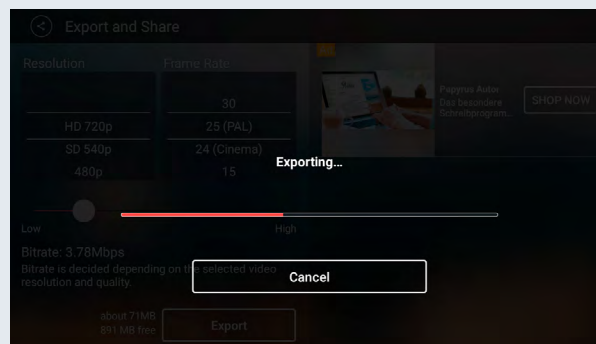
If you are using the free version of KineMaster, you can only export your video with a watermark. Select *Skip* to continue.

## Export: Resolution, frame rate, bitrate



Now you have to decide on the parameters for your export. Choose a resolution, for example HD or SD. Choose a framerate, for example 25 (PAL). By adjusting your bitrate, you choose the quality of your video. The higher the bitrate, the better the quality but also the larger your video file. Select *Export*.

## Export: Save video



Depending on the quality you choose and the length of your video, it can take a few minutes for the video to be exported and saved on your cell phone.

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