

MODULE 2: Digital Content Creation

Activity

Write a script for the video you want to create for example on public spaces for youngsters in your city.

You may want to show examples of where there are sufficient opportunities and facilities for young people (e.g. basketball court, skate park) and places where there are few opportunities. You could also interview young people and ask their opinion.

Take action and record, make sure that every shot is a separate product so that no extra editing is needed.

The easiest and cheapest method to record video is using a smartphone, or a simple digital camera.

The quality of the video will of course depend on the camera lens on your smartphone, but take note of the following basic rules

Some basic rules for video recording

1. Always record with your video in landscape mode, not portrait orientation - this means never hold your smartphone vertically while recording
2. Aim to completely fill the frame with what you want to record - some smartphones have gridlines so that the subject is easily to position on a so-called "third" line
3. Don't use the digital zoom as this will diminish the pixel quality of the video - if your smartphone has an optical zoom than there's no problem
4. Avoid the use of built-in flash build in smartphones
5. Avoid backlighting as this will result in an underexposed recording
6. Stabilise the recording. Although some smartphones have electronic and optical image stabilisation it is advisable to use something to support your arm, such as:
 - a. A (small) tripod for a fixed shot
 - b. A physical gimbal when recording while moving
7. If you want more professional audio recording use an external microphone that can connect with the smartphone

Sharing your video

Share the video as a file:

it must be downloaded first before anyone can watch it.
Services such as WeTransfer provide hosting opportunities.
Wetransfer: <https://wetransfer.com>

Share videos via publication websites:

YouTube <https://www.youtube.com>

You need an account to upload a video.

Disadvantage of YouTube is that - unless you pay for a premium account - you get a lot of advertising

Vimeo: <https://vimeo.com>

You need a paid account (a limited version is available for free).

Microsoft Stream: <https://web.microsoftstream.com/>

You need an Office365-account

Publishing videos on social media (Facebook, Twitter, Instagram, TikTok)

This gives more shares and interactions with the audience.

An account (free) is needed.