

Module 4  
Record  
your video

## main topics to be reviewed:

- Introduction to recording
- Clothes and location
- Phone record mode and framing
- Angle, focus and sound
- Other visual elements
- Audio elements



## Recording your video

Your video is built up out of 3 elements which are ideally combined during editing:

**The video of your story + Other visual elements + Audio**

### **How and what to wear?**

Avoid clothing with logos and text not related to the theme of your video. Think about which clothing characterizes you more as a person, which relates more to your context, the landscape, and the environment.

For example, a white t-shirt in front of a white wall is not recommended while a red shirt in a natural environment could be an unwanted distraction.

### **Choosing your location**

Be aware of and avoid any elements not related to the theme of your video, for example walls with commercial or political propaganda.

Daylight is the best, but you have to avoid any backlight. Try to have the source of the light in front of you.

Avoid any noisy place (music, traffic, talking, wind).

**Now we will share with you a practical example.**

- When recording in nature, wear clothing according to the environment to make the video more attractive
- Do not use flashy tones that can lose the attention of those who will watch your video.
- We recommend not using fluorescent tones unless your objective is to highlight it in the video.
- Make sure you are accompanied at all times, or make your recordings in public places. national parks are ideal to do this activity, as are urban parks or places with security.
- If you go outdoors, be sure to notify a friend or relative of your location so that in the event of an accident it can be attended to in a timely manner.



# Example



Remember!! Nobody is exempt from risks when taking part in outdoor activities.

## Record mode and framing

### Record mode

NOTE: try not to use selfie mode with the cell phone in hand or with a selfie stick because the viewer wants to appreciate your specific environment, and not only your face. If you are alone, use a commercial or homemade tripod. You can make tripods out of hair ties, wooden sticks, stones like the example in the video. Be creative!

To get started, set your cell phone in full HD mode.

Most cell phones record lower quality in selfie mode (front camera) than from the back camera. Please review the settings of your cell phone to confirm. If you are not sure, use the back camera.

### Framing

First and most important of all, the video should be framed horizontally, not vertically. \*Tik tok videos are the exception.

The importance of the **rule of three thirds** for nature videos.

Please be aware that the attention of the viewer will be focused on the four red points.



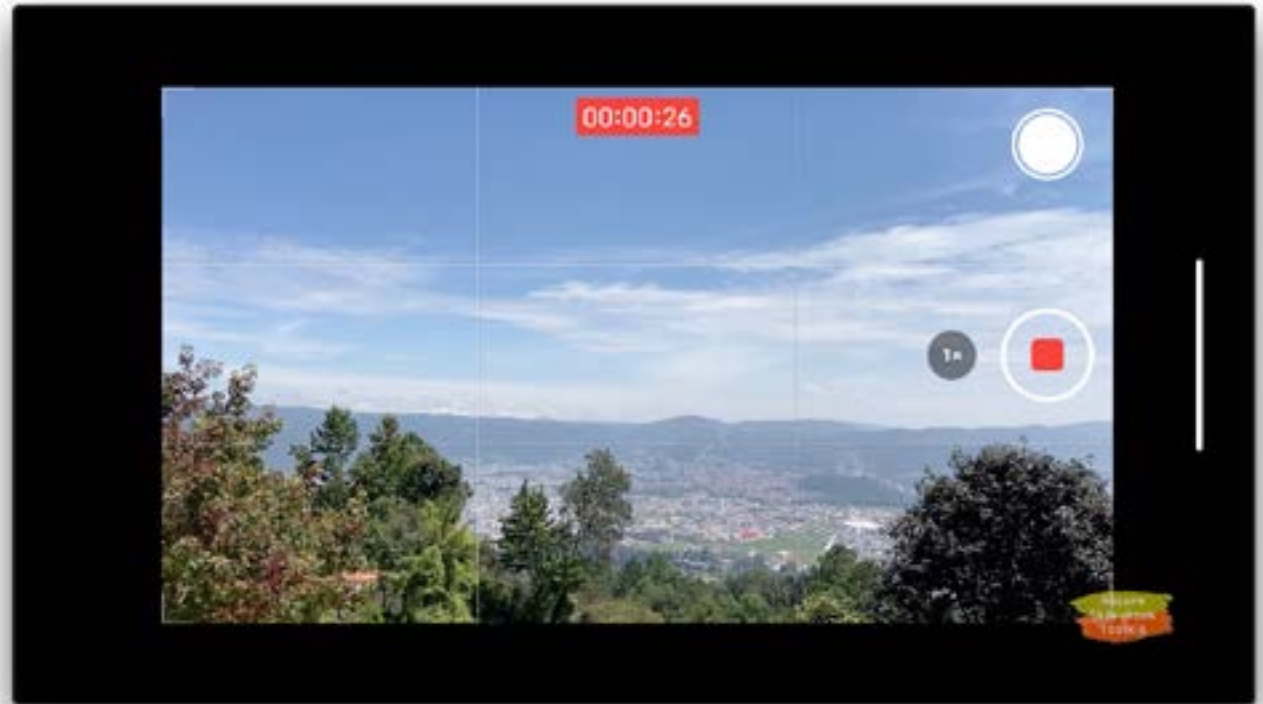
Another important rule is the **rule of horizons**.

This rule tells us that if we divide the shot into three equal parts, the horizon should be close to one of the two lines that divide the shot. This rule is great for landscapes.



The most common **mistakes** for framing people are

- Too much air over the head.
- Cutting part of the head.
- Cutting in joints (arms, legs, neck) (examples will be shown)



## TO KNOW MORE

<https://digital-photography-school.com/rule-of-thirds/>

<http://compofoto.luisribes.net/en/rule-of-the-horizon-line/#:~:text=This%20rule%20tells%20us%20that,is%20great%20for%20composing%20landscapes>

<https://photography.tutsplus.com/tutorials/visual-expression-the-8-basic-ways-to-frame-shots-in-your-videos--cms-24641>

Create your own tripod

Check out these ideas:

<https://www.pinterest.com.mx/pin/352617845804263024/>



# Angle, focus and sound



## Angle

For recording yourself, put the camera ideally at the same level as your face. This brings you closer to your viewers, and doesn't make it appear like you are looking up or down at them.

## Focus

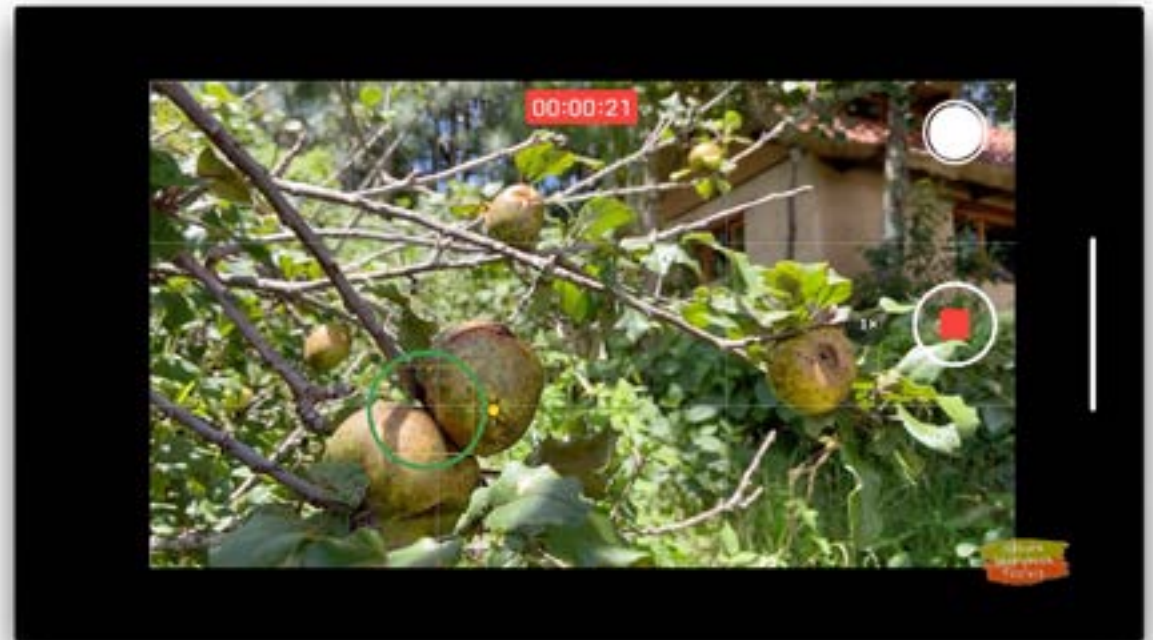
Some cell phones have problems with focus. Please keep in mind that focus depends on movement. Keep the cell phone stable with an improvised tripod and ensure the protagonist (person, flower, tree, animal being recorded) is also not moving too much.

## Sound

It is very, very important to record a clean, understandable sound. Avoid noise, music and talking in your location.

If your environment isn't quiet, you can use hands-free headphones with a microphone. To ensure a certain distance between you and your cell phone, you can use an extension cord between the devices or another cellphone in your pocket, which records only your voice.

If this does not work, you should sacrifice appearing on video and record your voice in a quiet place.



what to do...

IUCN – One Nature, One Future  
<https://youtu.be/HwlByVDqMzg>



All forests are not equal  
<https://youtu.be/h92U9bu7lsk>



# Examples



what to avoid...

Kid Gives Speech After Learning To Ride A Bike  
[https://www.youtube.com/watch?v=9PzoxTgfRO0&feature=emb\\_logo](https://www.youtube.com/watch?v=9PzoxTgfRO0&feature=emb_logo)







## Other visual elements

Please be creative and find elements that help describe the content of your script visually.

### Support videos

If you talk about flora and fauna, make these videos or use videos you have already recorded of them. If you mention specific efforts, work, investigation, experiments or community actions, make these videos or use videos you have done before. If you talk about the time you were a child, show videos or photos when you were a child. Try to use historical videos. What was it like 10 years ago?

For recording these videos, please remember to:

- Keep the camera steady.
- Frame horizontally.
- Be creative by choosing different angles.
- Control the duration; 30 seconds should be enough in most cases.

You can use other elements such as text, photos or graphics. These will be explained in more detail in the Editing Module..

# Example



Below is a breakdown of a video where additional elements are used to give a more professional touch.

We can use this example as a reference since the testimonies in the video were recorded through a cell phone.

Remember that it is not necessary to have sophisticated equipment to make videos with professional touches. Creativity is critical.

The video is titled: Communities, Conservation and Livelihoods THE BOOK.

Click the following link so you can see it.

You can watch it in this link:

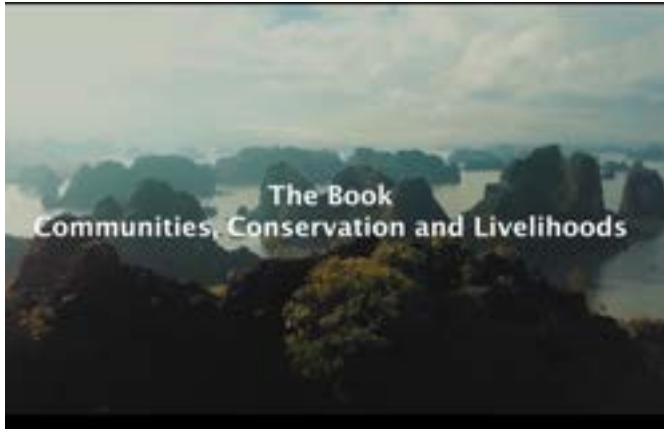
<https://www.youtube.com/watch?v=zP1Wc4PmUus>



This video begins with the logo of an institution, giving transparency and truthfulness to the information.

When an institution's logo appears, it means that the material has already been approved for distribution.

Adding logos of your allies is also useful when sharing your video. Since they will be more likely to share your video as well. Make sure you confirm with them you can use their logos.



At the 0:19 mark of the video, we can see the first testimonial, which is accompanied by the person's name.

The style of the name is similar to the style used when the video started. This small detail gives identity to the video.

Naming the person speaking is important as it tells the viewer more information.



A title appears at the 0:13 mark, emphasizing the name of the video. This action allows us to give identity and to give a professional touch to our material.

Remember that music can add a special touch to your video. In this example, calm and emotional music was used.

Pay attention to the rhythm. In this video, each scene appears according to the beat of the music.



At the 2:00 mark, the video shows a clear call to action.

Using a logo at the end is also a good idea. We encourage people who use this toolkit to add the #NatureForAll logo (available in the #NatureForAll Library). That way, your video will be part of a worldwide effort to share our love for nature.



At the 0:25 mark we stopped seeing the first testimony, however, we can still hear his voice.

Adding photos or other videos related to what the person is talking about enriches your story.





# HOMEWORK



<b>Script</b>	Make sure your script is ready
<b>Sound</b>	You can use the microphone on your headphones and hide the cables. If it is too short, you can buy a cable in any hardware shop, or you can even record your voice with another cell phone that you can hide in your pocket. Then, when editing, you can add the voice of the second recording to the main video. Finally, remember to choose a quiet place and to speak loud and clear.
<b>Location and look</b>	Choose the best time of the day where the light is good. Clear the background of distracting objects. Put on comfortable clothes that are not distracting. Look your best - brush your teeth, and comb your hair.
<b>Camera</b>	Clean the lens. Activate airplane mode (To avoid interruptions). Disable alarms and background apps. Check battery and available space Confirm that audio is being recorded.
<b>Placing the camera</b>	Place your camera in your tripod. Adjust the camera to the height of your eyes.  Adjust focus, making sure no joints are cut off.
<b>Lighting</b>	Make sure you have good light. If necessary you can put a light in front of you to make sure your face is illuminated.
<b>Recording</b>	Review the script. Wait three seconds before starting to speak. When finished, wait three seconds, looking at the camera, before turning off the recording.

## TIPS:

It is not necessary to memorize and repeat exactly what you have written in your script.

Tell the story like you talk and be yourself all the time.

Relax and take your time, prepare and rehearse in front of a mirror!