

Sell your Service Online: Digital Filming for the Future

Video on your phone
and share online

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techweek2021
Taupo

My aim for today's workshop is to help others understand what is involved in filming a class/showcase/lecture/talk on their iPhone/Android, to share online. It takes clarity, determination and a lot of thinking outside the box. If you can't work something out, Google it, ask for help. Don't be afraid to make mistakes, try something out, if it doesn't work, move on and try something else. It's a journey, I hope you enjoy!

1. Content

First of all work out what you want to create and then work backwards from there, i.e. you're after a 2 minute promotional video. First step is to research your field: what are others doing that you like, how do they do this, take notes and educate yourself on what inspires you. Then expand further afield, larger business in different fields, what promo's caught your eye, why, what did they do that would you emulate? Once you have an idea of this, break it down into manageable segments:

- Your face smiling, film 10 minutes of you talking (you'll need at least that to have a good chunk of video to play with for editing), with great audio quality, which can be edited along with music as the sound for your entire video. Quiet location, possibly at your business premises, or somewhere you can control the sound/lighting
- Greeting customers, how they interact with your product/service
- Your business premises front door/entrance
- 'The experience' of your business, how it works, benefits etc.
- Snippets of you talking about your USP - could be part of the initial talk/interview
- What your customers love, possibly include a few testimonials

- Your branding, music, call to action: what you want them to do (log onto your website, book a class, come to your shop etc)

Once you've worked out a shooting schedule, you might like to think about how this will work on film, as separate chapters, as a whole. This might be part of a series, which means part of the Intro will be to locate it within that series. i.e. 30 Days of Yoga: Day 5

CALL TO ACTION

Try making your own timeline, and working out what your goal is, maybe to market your business/product. If you're creating a library, how do they all relate, is your branding consistent, are you able to create transferable building blocks and develop a collection?

2. Camera

Phone technology is amazing these days and many recent iPhone/ androids have cameras more than suitable for filming online, especially teamed with a purpose built phone tripod.

It is still worth exploring what App you use to take the video. For example, the standard 'Camera' App on my iPhone, will not connect to my AirPods. Although the regular App includes an autofocus, you cannot lock it in place. You can change the quality of the video and you can zoom in with your fingers. I had to purchase another App called 'AirMicCam' in order to be able to connect with my AirPods (it also connects with headsets using Bluetooth 4.1 or 4.2). It also gives me far more 'control' over other settings, including:

FOCUS: I can choose auto or manual, and set/lock the distance I want it to focus on filming.

EXPOSURE: Here you can control the 1 Offset, 2 Duration, 3 ISO and 4 Bias.

WB (WHITE BALANCE): This offers 1 Temperature, 2 Tint and 3 Gray.

My yoga studio has a lot of natural light in the front entrance, but not at the heart of the studio where I film. Understanding lighting has made a huge difference to the quality of my final videos. To begin with they were grainy and dull, so I learnt how and where to place external lighting, and also bring up the ISO setting on the camera.

CALL TO ACTION

Try taking half a dozen or so different 2 second videos, changing the settings on your Camera App and seeing what preferences you are happy with and what suits your branding.

3. Location

Although my studio was initially my first choice of location (I can't practice in a cold environment, and here I know I can maintain a warm temperature), I could access it whenever I needed, and store anything I needed there - it did have a number of downfalls, namely lighting and space for perspective. It has a neutral background ideal to keep things simple. After filming a few classes here however, and researching other online yoga classes, I tried dressing it up a little, adding candles and plants into the background. A fine balance between too much clutter and total white out!

I also wanted to capture some of the natural beauty of Taupo with outside classes, and have tried multiple spots. This opened a whole new can of worms, with even more things to consider here. Take this spot below, Acacia Bay boat ramp, I was really keen on Mount Tauhara as the background, yet the camera had to be on the sloped ramp to do this which meant, a) making a stable



great background, but not close enough for my camera



Different background, idea distance for camera

horizontal platform (almost impossible!) and b) when I zoomed in video quality was too low, so I ended up choosing the second spot.

Other things to consider:

- Access - can you easily get to the spot WITH all your equipment, and can anyone else, you need to help?
- Privacy - will you have an audience, people walking in front of the camera etc.
- Noise - will there be background noise. I filmed here a few times, early morning summer was great, but VERY EARLY! Midday summer holidays was a nightmare as everyone with a boat came out with engines blaring, watching my every move.
- Can you place the camera at a good distance away

- Weather conditions?
- Time of day?

Using multiple camera angles is also helpful in the editing stage, to create a movement if the thing you are filming is static (i.e. meditating, or just sitting and talking) or just to break things up. Since I only had one phone, I was limited to filming something and then moving the tripod and re-filming it from a different angle. Audio could then be carried from original footage across, to give a sense of fluidity. If you have access to multiple cameras, this would work even better!

CALL TO ACTION

Work out a few locations, take your filming equipment and test them out for camera placement, audio, lighting etc. and then re-view all the footage at home to see what works and what doesn't.

4. Attire

Simple (no big logos etc.), relevant, professional. Work out what you feel comfortable in. If you have a pale background, don't wear something too close, make you stand out. Hair is also important, I asked a number of students to give feedback on my first few videos and a number pointed out my hair stuck up!

CALL TO ACTION

Work out what you feel comfortable in, what looks good on camera and what works with your branding. Film something wearing that and re-watch yourself to make sure you're happy. Get feedback and try taking it on board!

5. Audio

Firstly choose whether you want to use live audio or to dub it in afterwards. There is also a third option, to pre-record the sound component. I had only ever done the first 2, until recently - but more on that later. The first option: Live, took a lot of learning, what microphone would work, especially since I was moving a lot, going upside down, turning away from the camera and breathing heavily. I bought a Samson headpiece, and then spent months ordering and waiting for cables to connect it to my iPhone. Apple doesn't like third party add-ons, and ultimately this proved too challenging as I had an iPhone (it worked with my husbands' Apple laptop a dream?!). Finally I ended up selling this and buying AirPods. As I mentioned earlier, however, this wasn't as simple as I hoped. After multiple tests, I realised I had to download a new App, and voila it worked.

Teaching live classes/workshops/seminars, be it yoga, or anything else, means you have to learn to be comfortable in front of the camera. You WILL make mistakes, you will stumble and forget things, you will want re-do it again and again. Just keep the camera rolling (as long as you have enough memory!) and edit out the mistakes later.

Background noise is a huge factor - simple things can make a huge difference. A heatpump for example doesn't seem particularly loud to the ear, yet on playback, when I recorded in my studio, it was really bad. Similarly, I had never in the 5 and half years of owning my studio realised there is as an echo, until I recorded sound without a microphone and then it turned out to be a huge issue.

Recording outside looks beautiful with natural sunlight, but there are a lot more factors to think about: wind (and other weather), road noise, people, animals, lawn mowers and more. Sound pollution suddenly becomes highly noticeable when you're listening back over a recording. When the Wrestler crew filmed in my back garden, they even had someone on cicada duty, moving them on when needed!

Dubbing audio in afterwards is a slow, painstaking process. I have done about a half dozen of these style classes, and they take hours and hours of patience and editing. Just like Brene Brown, I record the audio in my walk-in-wardrobe - it works really well as a sound booth, with so much fabric to absorb any background sounds or static. I record straight into my phone and very easily upload this to the computer for editing. The quality is very high, but it does take a lot of patience to align the sound with movement after the fact.

Finally, pre-recording sound. This basically means you record your audio first (back in your wardrobe!), then play this back either via your headset on our loud whilst you are recording the video, making sure you time whatever is required to the recording. This did not work at all for me. It was helpful however to try, as I noticed I teach a lot slower when I have real students in front of me - and greatly helped to understand that I needed to keep things SLOW.

Depending on how you've recorded your audio, uploading is often much quicker and easier than video, simply because sound files are much much smaller. Getting the correct cables makes a huge

difference, or learning how to bluetooth/transfer online can make the process even easier.

CALL TO ACTION

Practice, practice, practice, try things out, what works? What doesn't work? What can you change? What can/can't you control in order to reduce background noise?

6. Lighting

A few helpful terms to be aware of:

Aperture: is a hole or an opening through which light travels. More specifically, the aperture and focal length of an optical system determine the cone angle of a bundle of rays that come to a focus in the image plane.

Shutter speed: how fast the lens is open and closed to the light. A fast shutter speed is ideal if there is a lot of light, slow if there is not.

ISO speed: this originally referred to the sensitivity of film (when camera's used to have film inside them!), or it's "light gathering" ability. The higher the ISO rating, the greater the film's ability to capture images taken in low light. For digital photography, ISO refers to the sensitivity—the signal gain—of the camera's sensor.

Setting up your lighting will depend on how much natural light you have available. Dull days and rain make a big difference, even if you're inside, so its always worth having extra lighting. How and

where you set up your lights will also make a difference. Investing in good lighting doesn't have to cost a fortune, if you're happy to be creative. If you're looking to invest in lights, work out what type of lighting you're after first:

- Tungsten
- Fluorescent
- LED

I found 2 LED painters/plasterers lights in my husbands garage, which were super bright. This turned out however to be too bright, as they cast very distinct shadows, so I improvised and used a bedsheet for a diffuser. Placing them very close together and not too high, created a lovely effect, not too bright, not too much shadow. It took a bit of practice to re-create the same effect each time, I photographed the set up, but still had to re-film a number of videos because it wasn't quite right.

In my studio I specifically installed Tungsten effect LED bulbs, as I light the softer yellow light. Depending on where you are filming, changing bulbs can be a simple remedy that can have powerful effects. If you're keen to read more, this blog post is quite helpful in understanding more about lighting:

<https://foodphotographyblog.com/four-types-artificial-light-photography/>

CALL TO ACTION

Try taking videos with different lighting setups and work out what works and what doesn't. If you're unsure, google and research other ideas.

7. Uploading

Transferring files to your computer can be as simple as getting the right cable. It can also be VERY frustrating, if you accidentally jog, or move it and cause it to stop, especially if it a large file, has taken a long time and you're close to the end.

There are a few different ways to download videos. Connect your phone directly to your computer (Mac or PC) with a USB cable and download it onto the computer. After I did this for a dozen or videos, my computer started to SLOW DOWN immensely. I had no idea of how big files sizes were, and had to learn fast. I also learnt about storage options, which is helpful to know from the get-go. I now download video VIA my computer, directly onto an external hard drive. This means its not taking up computer space. It does take extra cabling, but meant once all the video was off my computer it started working faster again.

UNDERSTANDING FILE SIZE

File size is a measure of how much data a computer file contains or, alternately, how much storage it consumes. If you're working with video files it's helpful to be aware of the size of files you'll be working with, the impact on your device and storage options.

A photo taken on my iphone11 is about 500kb or half a mg

A screenshot or still taken form a video is about 200kb

A photo from a professional photographer friend is 4000kb or 4mg

The quality is measured in dpi (dots per inch), the first two are

72dpi, the last is 360dpi

A 2 second video taken on my iPhone11 is anywhere from 100k to 100mg

An hour hour video edited and uploaded varies greatly depending on the amount of edits, could be 2gig - 10gig

To help understand this a little further, read this:

<https://www.circlehd.com/blog/how-to-calculate-video-file-size>

Video file size will also vary depending on length, size and quality. When I save a video I've edited on my iphone I have different options depending on the amount of memory left on my phone. I generally go with FHD - 1080 as I love Insta and it also copies the post to FB. The options I am offered include

Small - 360p

Medium - 540p

HD - 720p

FHD - 1080

(see Aspect Ratio later on if you're unsure of these numbers)

CALL TO ACTION

Fine out how much space memory you have on your phone. Find out how much spare memory you have on your computer. Work out how much you need and if you need to buy an external hard drive, how big you need to go. Take some video and try uploading it, then importing it into your chosen software.

8. Editing

This is the fun part, putting it all together! Once you've decided which software you want to use, you'll need to 'import' ALL the video footage you need to make your trailer. This includes things like additional 'branding' reels. This adds a professional element to your trailer and really helps to create a strong and consistent element to the final product. If you don't know how to do this yourself - out source it! FIVER.com is just one of a number of freelance hubs to advertise for work. I paid around \$30 for 2 x 10 second videos with my logo and branding, one a generic version and one for my 30 Days of Yoga. I'd do it again in a heart beat.

I asked on a forum I'm on recently for some software recommendations that others use, here are 10, in no particular order:

VIDEO EDITING SOFTWARE

1. iMovie
2. Adobe Premier Pro
3. VideoShop
4. Splice
5. Wave pad
6. Perfect Video
7. InShot
8. FilmoraGo
9. Movavi Video Editor (PC)
10. Filmmaker Pro or FilmicPro

In setting up a new project, its good to think of a couple of things first: your filing system (where you want to store it, i.e. on an external hard drive) and what platform you want to show it on, so you know what 'Aspect Ratio' to set it up in. The Aspect Ratio is the proportional relationship between length and width of your final video or trailer. Different platforms have different requirements,



Instagram is square (1:1), YouTube is 16:9, FB works with both, plus 2:3. Once you know your preferred medium, then you can adjust videos to suit.

Once you've worked this out, then we can begin editing! I only have experience in iMovie, and here are a few things I've learnt: Although it is totally possible to edit your video on your phone, you have SO MUCH MORE control if you upload it to your computer. The iMovie phone App is great for short edits to Insta, it does however, change the aspect ratio (i.e. portrait video always ends up landscape with black around the edges), and you are limited for tools (the adjust speed option only lets you slow it down 150%, whereas on the computer can slow it down by 2000%).

Timeline: this shows your video, and can be zoomed 'out' so that you can see the whole thing, or zoom 'in' and just view a few seconds, so you can make detailed edits (and of course anything inbetween). I adjust this all the time, whilst I'm editing the video. Simple things like knowing to use the space key start and stop it can help greatly.

Split Clip: stop your mouse on a particular spot and then split your video here. This means you can cut out bits you don't want, cut and paste and move things around as necessary.

Transitions: How you go from one clip to the next, no transition means it just jumps from one to the next. There are a lot of options from black out/in, fade, spiral a new screen, slide, choose your style and stick to it. Like good design, I wouldn't mix and match too many together, but choose a style and stick with it.

Titles: Choose from various different styles, although you can edit the font, size etc. manually too

Volume: you can lift this by up to 400% which is super helpful if its fairly quiet and you really want to bring it up. Important you don't have much background noise when you do this, as that will increase too.

Crop/Zoom: If you've filmed something to capture the entire thing, but want to zoom in and out, the 'Ken Burn' option is incredibly powerful. It takes time and patience to get it just right, but when you do, it looks incredibly professional. Of course you can always just drop directly and use a part of the video, which again can be totally manually done (you can also do this on the App version).

Adjust speed: Sometimes its helpful to slow things down, so visually your customer can see in more detail what you're doing.

Noise Reduction and Equaliser: Helpful to a certain extent, has its limitations

Colour Balance: If you're keen to create a certain effect, washed out, or saturated colours, or just want to soften the colours, this is

fairly simple and straightforward to use (especially if you're used to adjusting images in Photoshop).

CALL TO ACTION

Research is key here. If you have an idea in your head what you're looking to create its much easier to learn how - copy a transition, an editing style (ie short snippets, from one things to another), a way of sharing your product/service that draws people in. Ask for feedback, put it up on social media and measure the response. Keep trying, keep learning!



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