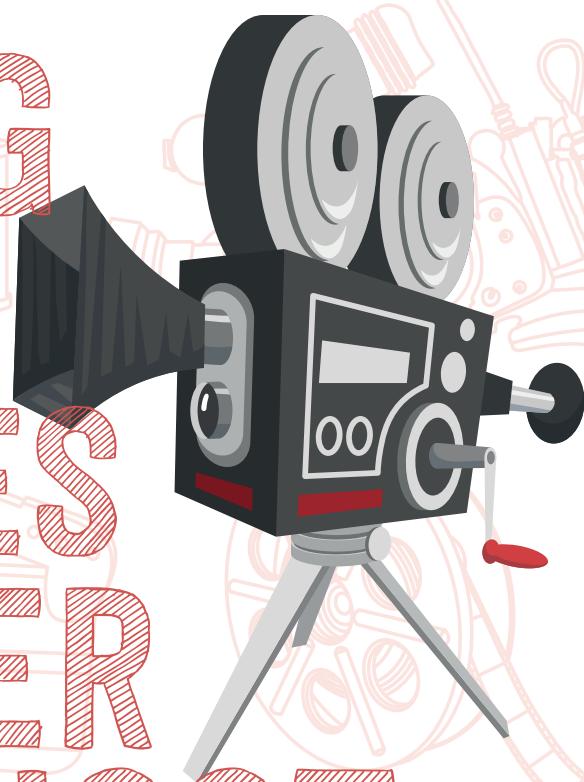




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# EDITING AND THE PROCESSES AFTER VIDEO SHOOT





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# EFFECTIVE EDUCATIONALVIDEOS PRODUCTION AND DISTRIBUTION GUIDE

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## PRESENTATION

“Asking for someone who knows” is the fastest and the most effective way of learning something new. Actually, this is simply a master-apprentice relationship. At a time when knowledge flows densely and swiftly, we don’t have to get a diploma for everything we’ve learned. So when the situation is like that, we all are looking for answers to questions like “ how do you fix something that is broken?” or “how to use a newly released software or service?”, we wish someone had taken a video of it. And yes, we are right!

According to a recent TechSmith research, 53% of people watch two or more educational videos per week (a 152% increase compared to 2013).

- The number of people who prefer watching a video about the product while making a purchase decision is approximately about 4 times the number of people who want to read about the product... Because it is rapid. It is also more convincing because it is based on experience.
- Two out of three employees tend to complete tasks better and get information 7% faster when instructions are given visually... Good luck to the remaining “one” employee.
- The daily numbers of views of training and educational content on YouTube are more than one billion per day... It seems like it is the best time to upload a video.
- Online video course sites, such as Udemy, Lynda.com and Skillshare,

grow day by day with tens of millions of students... Because the only thing that matters is to bring the student and the teacher together even if it is not live.

If all these pluses aren’t sufficient... Isn’t it also a great advantage of video tutorials, that they provide easy and fast information sharing in extraordinary situations where we can’t meet face-to-face, like the pandemic process we’re in?

Okay, now, if you are persuaded, you are ready to shoot your educational video. So where will you start from? First, there are easily accessible video recording and editing technologies; so, don’t worry about this part of the work. If you ask us, the main problem with the process is “getting lost in detail” and missing the fun of it. To avoid this, it would be better if you run through the stages before starting and design the process on paper.

In this guide; we have suggestions to lead you in determining the most optimum format for the target you aim to achieve with the video, making the most effective program for this content, determining the most compatible tools, and distributing your video through the most efficient channels. We hope that it will be useful for you because if it is useful for you, the horizons of thousands of people who will watch the video you will shoot will be broadened.

**Reference:** <https://www.techsmith.com/blog/instructional-videos/>  
Bu metinden yapılan alıntılardaki tüm çeviriler STGM'ye aittir.

## TYPES OF EDUCATIONAL VIDEOS

### I. MICRO VIDEOS

Micro videos are short, educational videos that focus on teaching a single and narrow topic. They usually last less than a minute and address today's media consumers with very short attention times. So micro video equals macro attention

For example; <https://youtu.be/prsuzs1Xmc0>

### II. TUTORIAL VIDEOS

Tutorial videos are videos that teach a process from the beginning to the end or that enable the audience to proceed step by step to the target and highlight their "instructional" features, by making the best of their names. They are usually 2-10 minutes long and they may involve more than one educational method.

Sometimes they are called "how to" videos. The best ones are carefully planned and have a professional touch. So if you are asking how to do these "how to" videos, keep on reading the guide.

Example; [https://youtu.be/BDliEq\\_0qeQ](https://youtu.be/BDliEq_0qeQ)

### III. TRAINING VIDEOS

Training videos are designed to improve an employee's workplace skills. Companies usually create online training videos that include interpersonal topics such as compliance and harassment education, or work-related topics such as equipment and software education. Training videos usually use the images of real individuals in order to provide a connection between the tutor and the learner. These can be interactive videos and are usually compatible with a larger educational course. For those who say somebody tells me about this topic.

Example; <https://youtu.be/J7ENEuqXDwY>

### IV. EXPLANATORY VIDEOS

Explanatory videos are short videos (usually less than two minutes) that explain a business concept or a product in a fun and visual way. They usually use basic animations to explain a larger topic, a product, or a service. Explanatory videos convert complex ideas, by simplifying them, into easily downloadable content. Oh that simplification... If we only ask the person who does it

Example; <https://youtu.be/-bknuFCQn4Y>



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## V. PRESENTATION VIDEOS

Recording a presentation while making it allows the viewers to watch the same presentation later. It is perfect for those who want to rewatch and grasp the content or who are unable to attend to face to face event. This can be as simple as recording just the audio for a presentation or advanced like recording Powerpoint dot slides, a webcam, or a separate microphone at the same time.

Course and presentation shoot tend to be longer than a training video and it involves the length of the entire course or presentation. And this means that viewers that want to get full yield from them should devote much more time and attention at a high level.

**Example;** <https://youtu.be/URbLKYuuyEY>

## VI. SCREEN SHARING VIDEOS

Screen sharing tends to be rapid and informal and is usually towards smaller viewers than educational videos. These videos are digital video shares of your computer screen and usually contain audio narration. We can call these “see what I am doing and do the same” videos.

They are live or recorded screen recordings where an instructor, a colleague, or a manager can quickly create screen video shares to respond to a question quickly or clarify a problematic concept. Screen video shares that are usually considered as “single-use only” videos can be made quickly with a lower production value and for a specific purpose-usually with a short lifetime-. “Let me show you right away on my screen; click on that menu, choose this, and look what happened...”

**Example;** <https://youtu.be/A2OLQNSIJgU>

**Reference:** <https://www.techsmith.com/blog/instructional-videos/>

## RESULT

As you can see educational videos are mentioned with diverse names, yet despite their diversity, they have the same goal... To be educational. None of you would like to shoot boring videos for sure, however, it is primary that your viewers should understand and learn what you teach. In other words, not to be boring, you shouldn't also proceed with the taste of anecdotes or jokes. These videos can't achieve their goals with their stand-up dynamics. Taking the information out without “carrying it extremes” and presenting it depends on your good preparation. To do this, let's examine the parts of the video production process in more detail without making you bored.

# EDITING AND THE PROCESSES AFTER VIDEO SHOOT

After the shooting process of your videos is completed, you need to cut and combine the shots according to your purpose, according to the time you set, and the distribution channel, which is, editing them. A job that requires at least as much creative work as the stages of creating and shooting the idea is waiting for you. When you are blending raw shots that you take, images, animations, photos, and graphics from the archives, with music and recorded sounds if necessary, put aside your bad fiction in your head and believe that you will do the best.

**The editing process includes the stages below:**

- Monitoring, extracting, and decoding of the raw shots
- Designing the editing on paper
- Align the shots according to the scenario
- Comparing the resulting ranking with the scenario (evaluation whether it works in accordance with purpose, viewers, and the idea)
- Creating the rough editing
- Measuring the impact with a special display, collecting comments and suggestions
- New rough editing in accordance with the suggestions
- Adding and processing of fine-editing, audio, and graphic elements
- Final Runout

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For all of these operations to last as short as possible, you can try to be economical and efficient during shooting, not to take unneeded shots, to turn to short-length formats, to not the information of the shots taken during a shooting in detail (place, time, content, person) without forgetting, to create a clear draft in your head before editing. If you have the opportunity, extracting and aligning shots on daily basis with a portable computer during the shooting also accelerate the process. It may seem a little bit complicated, but if you are planned, you can enjoy the editing.



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## While Starting to Editing

The first thing you should do at the beginning of editing is to arrange your raw shots. If you have worked, with more than one camera at the same time, you can parse the material by assigning individual codes such as a,b,c for clips from each camera. In the maintenance of this parsing work, sit down and watch each clip one by one, and take a note of the things that come to your mind, what you think and what you feel. You may need to watch all the shots from the beginning to the end. This will help you to notice problematic shots, audio problems, and missing shots. Afterward, you should reveal the recording for the shots, and then write out all the dialog, shots, and sounds. Start creating a database on a chart that includes all the important information that you can reference for the foreseeable time by using the notes you have during shooting. By taking note of minute, second, and frame information, you can access swiftly the material you are looking for during the editing. It is not as complicated as it is written, don't worry. Come on, once you get started, you can bring the rest by saying "Wow, did I take these shots?".

## On the Paper

You can make a draft of your edit by writing all the elements you will use such as shots, sound, top-sound, music, graphics, and photos on small cards. In this way, you can do trials by setting up the sequence (aligning) of the video on paper and altering the location of the parts. It is like a puzzle. The only difference is that you shape the answer according to your needs.

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## Editing on Computer

After you transferred your videos and other related material to the computer, it is time to move the clips to editing software. Almost all editing programs work with the same logic. You import the video tracks (clips) and other music or graphic material that you will use into the software. This operation shows the locations of the material on the computer that you will use for the software. The application mostly doesn't copy the material to its own folders. For this reason, if you are using an external drive, files appear offline when you are not connected. While using the software, you can usually find the material you import in an area often called the "bin" (box) with a folder-like icon. Under these "bin"s, you can edit your material by creating new sub"bin"s just like in folders. After organizing the "bin"s according to the recording charts you created previously, you can swiftly access the shots you are looking for during the editing. As the editing software developed, they also began to carry out certain classification functions on their own, thanks to algorithms. You are lucky that you started editing at the right time, with these developments, the process is moving so much faster now. If you don't have an editing program you use already, you can download a free version of Davinci Resolve. It will correspond to your basic needs more than enough. If your computer doesn't offer sufficient possibilities for shot processing, you can also use web-accessible editing services such as Kapwing.

## Editing with Mobile Devices

If you want to put in distribution the shots taken with your mobile devices swiftly, you can also use application options that will allow you to edit on that device itself. Although these applications are not favorable for high-quality and long outputs, they can be serviceable effectively to edit a short video and circulate it over an internet connection. In this regard, we recommend you have a look at the applications listed below.

- **WeVideo**

WeVideo, a cloud-based video editing software, (that is, software which you access through a browser instead of downloading it directly to your hard drive), becomes increasingly popular. It is also reassuring that it is one of the programs that pioneered online editing.

- **Adobe Premiere Rush**

Adobe's popular video editor, Premiere, is now on mobile and it is free. It's as if we showed our side with this advertising-ish sentence.

## Editing

First, start by generating manually a flow according to your scenario. You can do this job with instinctive preferences without thinking too much. Remember, the beginning of the video is of special importance. Because it is the part that makes the viewers curious and pulls them into the story and gives them clues about the rest. Therefore, you can leave the beginning to the next stages that you have worked on before. Don't forget to save the previous version after each important change you make. In this way, if you change your mind, you can go back and continue with the previous version. Think of it as it is saving where you left off in games. It permits you to proceed quicker by not having to start the game all over again when you do something wrong.

At this stage, if you are going to use the narrator's upper voice, especially if the voice actor is not a volunteer at hand, read the text with your own voice and transfer it to the software. This is both a fun and also useful method. By this means, you will have the opportunity to test whether the text is functioning and the conformance of the timing. If you think to use music, you should make your choice carefully. The dramatic effect on your video should come from the content, not from the music. Otherwise, the viewer can easily feel manipulated. If you are going to use music, you need to obtain the necessary permissions for the tracks you are using, such as the right of usage. Otherwise, you may have to pay serious compensation after your video becomes public. At least, the situation can be a costly and time-consuming process. So, if you think to put your favorite song in your video as music, think about it again. Finally,



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If you are going to use photographs, maps, graphic elements, and similar materials, you can add them to your project by getting the necessary permissions. If you want to distribute your video over the internet, take part in TV channels, or mass screenings, you shouldn't neglect permission to use archival material and music to avoid difficulties later. When you say, permission, permission, permission, do not ever say "I'm asking for permission, this is it, I'm not going to be able to do this" All of what we write here has an easy way; it's just to do it once and understand the logic of the job.

Again, at this stage, it is important for you and your video to be reliable to check the accuracy of the information conveyed by the individuals or the upper voice in the content of the film! We trust you and your video. We are sure that you will make it!

In a video produced for advocacy, the final chapter is just as important as the beginning. The final chapter should clarify the topic and wrap the subject up, reveal what needs to be done and the ways out for the future, and attract the viewer into the dialog. Remember that the effect of the film that will leave on the viewer will also be concentrated in the final sequence, and most of the time, the emotion left behind will also be according to the viewer. We only have one request, that the emotion that will remain for us at the end of the film, should motivate us to act.

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## Rough Editing

As the name suggests, this stage is the stage in which the film becomes obvious in general terms but hasn't yet taken its more thinned final version. At this point, it is more productive to watch the film with a group that can give your ideas, to get their opinions and criticisms. In this way, you can test whether the video stimulated the effect you expected, whether the meanings you design are formed with this representation, and you can make the necessary corrections and changes. If anyone wants to eat popcorn, don't give permission to them not to get distracted.

## Fine Editing and Output

According to the reactions to rough editing, you have reached the stage where you make necessary changes and smooth transitions, optimize the timing and prepare the video for output. Now, once again, watching the video with someone who has watched and not watched the rough editing, or even had no idea about it, and comparing their reactions can make you better evaluate the final version of the video. After that, what remains is that to go through the sound and color

editing processes of the film and make different “master” copies (the necessary copies will be made through it, the final and stored version of the film). Remember, you may need copies where text is not visible, the speech and music effects channels are separate if you are planning a foreign-language version of the video. Almost done, you are becoming the “master” (we use it here with the meaning of “maister”) of the job.

#### Reference

1- <https://www.techsmith.com/blog/instructional-videos/>

2- BSB Sinema Eseri Sahipleri Meslek Birliği'nin yayınladığı STGM'nin Birlikte alt hibe programında kullandığı, Etkili Video Üretim ve Dağıtım Rehberi (İstanbul: STGM, 2017) Sayfalar; 43-44, 47-52

