

## **Briefing Document: How to choose the right clips for a video**

You have two opportunities to create video in this project. You can create a music video for your music website, or if you're working on the second project, you can shoot a promotional video to persuade people to give to a good cause. Whichever project you choose, you need to be able to select the right clips to make your video convey a strong message.

If you are creating a music video, you also have the extra challenge of making sure the clips fit the music. If there are lyrics in the music, fitting the clips with the words can be even more demanding!

### **Hints for choosing the right clips**

#### **Music video production**

- Take time to watch some music videos. You will notice that, in most cases, the clips are very short. The shots follow on very quickly, often only staying on one scene for two or three seconds. Watch how the clips fit with the lyrics of the song, or in the case of instrumental music, how the clips try to capture the feeling of the music.
- You have been given a short piece of music (First Day) and a set of video clips that have been shot to accompany this song. You will find the song and the clips in the **Source files**. You can use these to create the video for your website, if you would like to, or just for practice. You can use a video editing program (e.g. Windows Movie Maker or Apple iMovie) to edit the clips, add the song as a soundtrack to produce a short video.
- Save the video clips by right clicking on them selecting **save link as**. You might want to go through them before you save them and reject those you really don't want to use. Choose the ones you think would work after listening to the song. Save these in a folder in your My Documents area. When you open the video editing program, you can import the clips by selecting **File > Import**.

- The clips appear in a block on the right side of most applications. You then take the clips you want and add them to the timeline that sits along the bottom of the screen. You will need to add the soundtrack at the beginning so you can start to match the song to the video clips (Tip: there's a great clip that matches the song around the words 'staring at my phone'. This is a good place to start!).
- At this stage, you are just selecting clips – if you want to add transitions and effects look at **How to edit video with transitions and effects**. These can really finish the movie off well and make it look professional.
- If you feel that the song 'First Day' isn't really what you want for your website, you can make your own movie. Choose a song from the music files provided and use a storyboard to decide how you will create the video (see **How to use storyboarding to plan a multimedia product**).
- When you have decided on the scenes you are going to film in your video (and remember, it's going to be quite short – just 30 seconds), add the details of the camera angles, shot type (long shot, close up) and any props you might need (e.g. a guitar, costumes if you are going to use actors in your shoot). Each of the boards in your storyboard will correspond approximately to a clip.
- When you have shot your video using a digital video camera, upload the film to the video editing package. The package will automatically divide the footage into clips. These will appear in a block on the right side of the interface. You can reduce the size of these clips by playing them and cutting sections out – a process known as splitting. If you're not sure about how to do this in your editing software package, check out the Help section (usually the final option on the top menu bar) and type in **splitting clips**.
- Drag the clips on to the timeline, and add your soundtrack to make sure the clips fit the music. You are trying to capture either the meaning of the words or the feeling of the music. You might want to try to match clip transitions from one to another with the beat of the music – this is quite a challenging thing to do, but it makes for a great effect.

- Your final movie will need transitions and special effects. See **How to edit video with transitions and effects.**

## **Promotional video production**

- Although this might seem easier because you don't need to match the video with music, you will need a soundtrack. Video without music or a voiceover doesn't work well.
- You will need to decide whether to have a piece of background music and choose one that fits with the video you are intending to shoot. For example, if you are making a video about animals that is designed to tug at the heartstrings of the audience, then a sad piece of music would work. If you want to go for a dramatic and exciting piece of footage, then fast music with a strong beat would be better.
- Your video should be delivering a strong message – you will need to include a voiceover. This might be providing evidence for your charity, or by explaining clearly why someone should give their money or time. Your voiceover needs to fit the clips you are using.
- Use the storyboarding technique to plan your video (see **How to use storyboarding to plan a multimedia product**). Think about the scenes you want to use to persuade the audience to give to your good cause. Use short clips to keep the audience engaged. Long clips of the same thing for more than five seconds can make people lose interest. You should plan to make your video no longer than 30 seconds.
- Film your video, import it into your video editing package and the clips will be generated automatically. Follow the steps under the Music video production above to create your movie.
- When selecting the clips, match them to the voiceover and music you are using. If you are talking about a particular reason why people should give, make sure the clip they are seeing relates to this reason. For example, if you are trying to persuade someone to give money to save a local habitat, include film of the habitat so they can see it's worth saving.

- Start with something that will immediately attract attention. This might be a very shocking statistic that is printed across the screen over a clip that highlights the main reason for your campaign. You can add text in the **Editing** function of your video editing package usually under **Titles**. You can also choose the way it appears or moves on the screen.
- Finish your video with a clip that carries some information about how people can get involved with your good cause. This might be the website URL or a telephone number (make this up!). Add transitions and effects to make your final movie a professional package (see **How to edit video with transitions and effects**).