



# HOW TO MAKE PROFESSIONAL VIDEOS WITH A LIMITED BUDGET?

# tips and tools



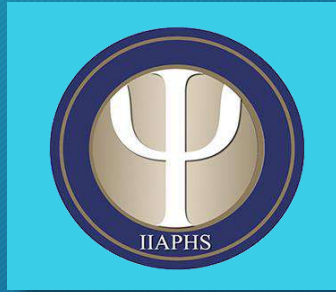


# SOUND RECORDING



# Why audio is so important?

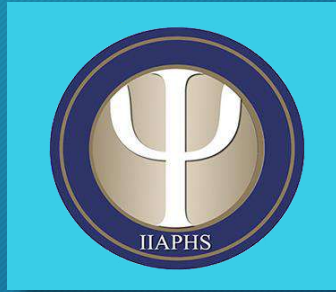
- **Even just a good audio recording helps to turn our footage into a professional video.**
- In video interviews or videotutorials, or even in simple meetings on Zoom, Google Meet or Skype, the important message is the verbal one while the “aesthetic” one is secondary.



- Those who listen to us must be able to hear what we say with ease, with clean, clear and precise audio without distortion or rumble or rustle.
- What we say during the video must always be clear and also pleasant to listen to.

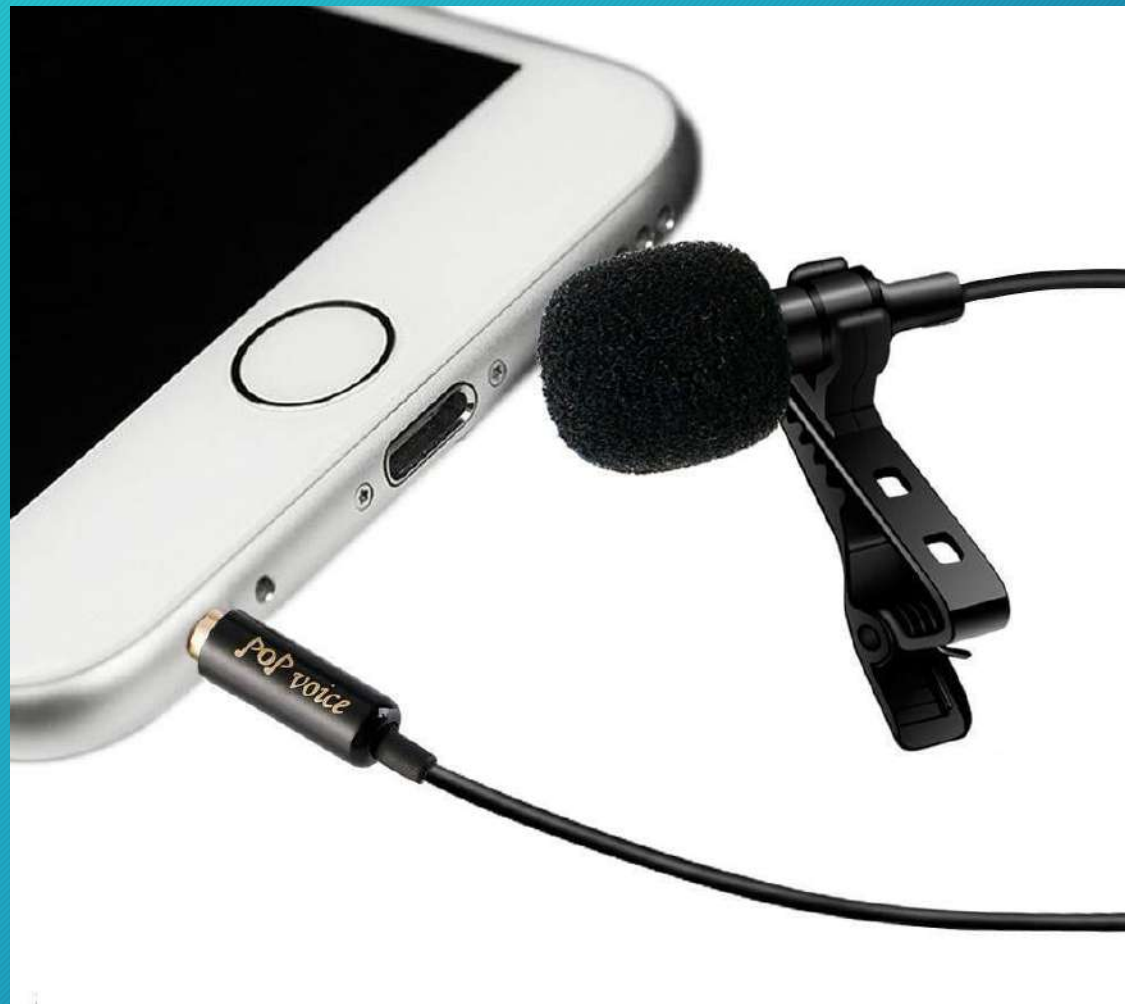


# Microphones built into your computer or phone are not suitable for good quality recordings.

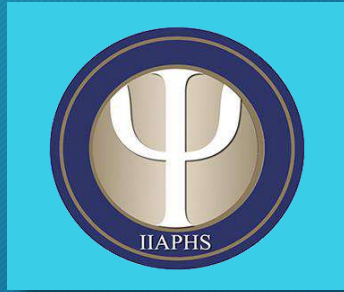


- They are very small.
- They do not record the low frequencies of the voice
- They are too "nasal"
- They also record surrounding noises
- You have to stand too close to the speaking person

# Lavalier Microphone



# Lavalier Microphone



## ADVANTAGES:

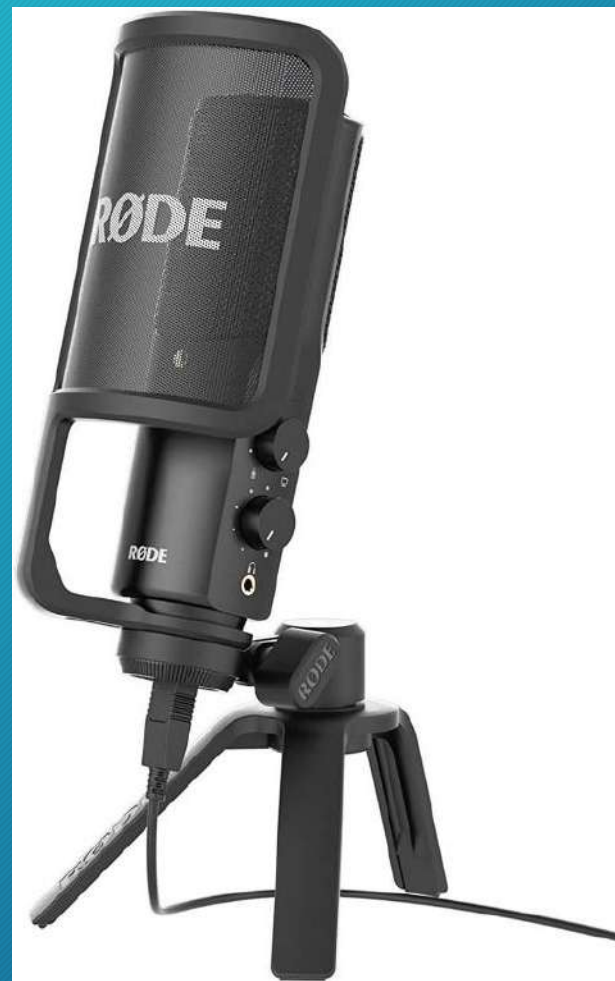
- It is very small
- It has a good acoustic performance perfect for the human voice
- It has the clip to fix it on clothes or tie
- It allows you to move freely without worrying about always speaking at the same distance from the microphone



# Adapter for Type C smartphones



# Desk Microphones



# Wireless Microphones

## ADVANTAGES:

- It is very small
- Range up to 30 meters with excellent audio quality
- Input for any Lavalier or other microphone (3.5mm jack)
- It allows you to move freely on stage or even outdoors up to 30 meters from the camera



# AUDIO EDITING SOFTWARE



## Audacity

- 100% free
- Compatible with Windows and Apple

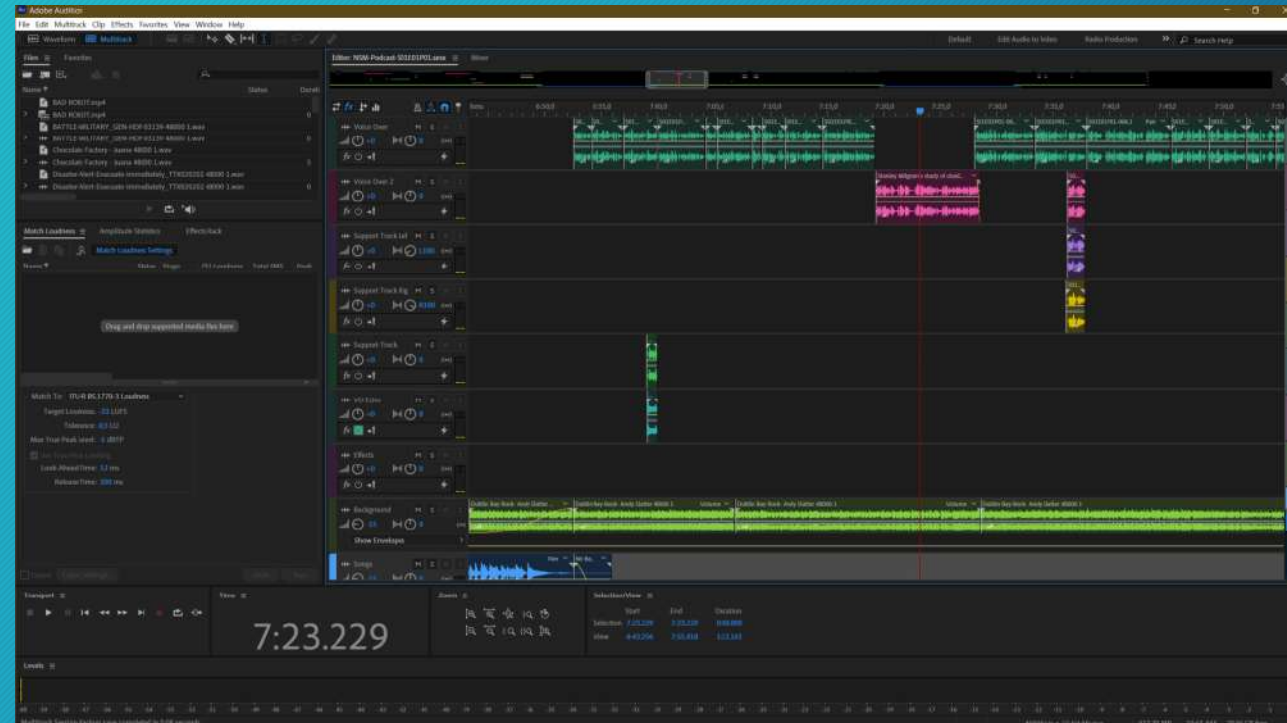
The image shows the Audacity website and a screenshot of the software interface. The website header includes the Audacity logo, a search bar, and navigation links: HOME, ABOUT, DOWNLOAD, HELP, CONTACT, GET INVOLVED, DONATE, and COPYRIGHT. The main text on the website reads: "Free, open source, cross-platform audio software". Below this, it states: "Audacity is an easy-to-use, multi-track audio editor and recorder for Windows, macOS, GNU/Linux and other operating systems. Developed by a group of volunteers as open source." The screenshot of the software interface shows a multi-track audio editor with a transport control bar at the top, a waveform display for two tracks (Track 1 and Track 2), and a status bar at the bottom showing project rate (44100 Hz) and audio position.

# AUDIO EDITING SOFTWARE



## Adobe Audition

- It is not free;
- Multitrack editing;
- Compatible with Windows and Apple;



# Lighting in your professional videos.



## Amateur video:

- Wrong light, only on one side;
- Very strong shadows;
- Ugly background;



# Lighting in your professional videos.



## Professional video:

- Perfect lighting;
- No shadow on the face;
- Uniform background;

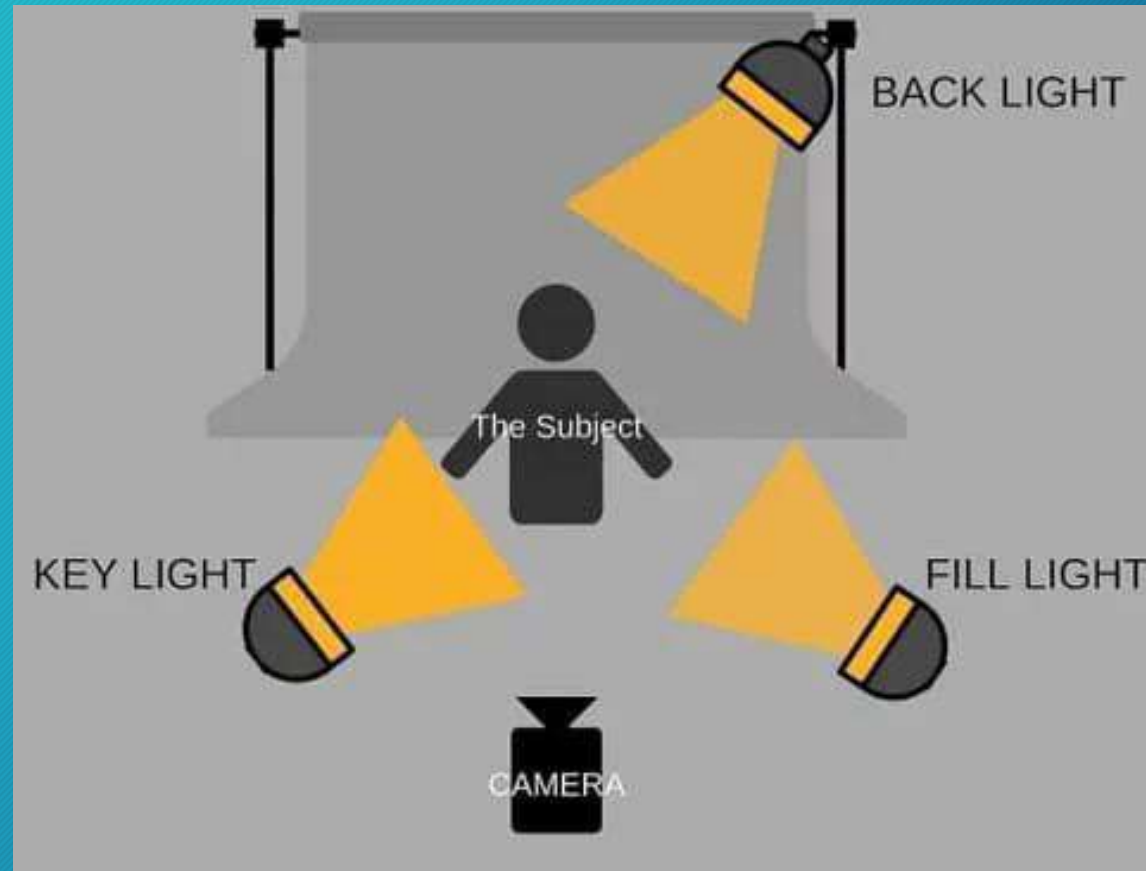


# Lighting in your professional videos.



## The ideal light set:

- 3 light sources
- Key Light
- Fill Light
- Back Light





# Lighting in your professional videos.



The ideal light set:  
The back light can  
also be used to  
illuminate the hair

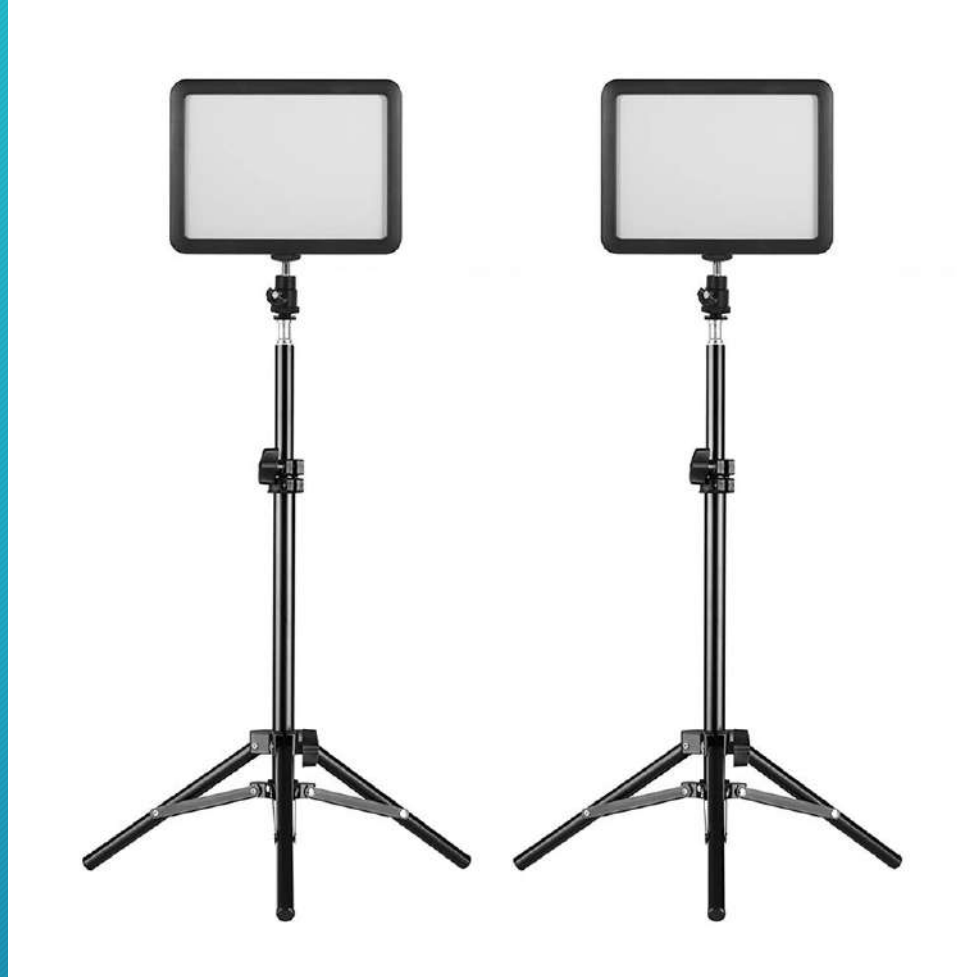


# Lighting in your professional videos.



## Led panels:

- Cheap;
- Battery powered;
- Very good light;



# Lighting in your professional videos.



## The ring light:

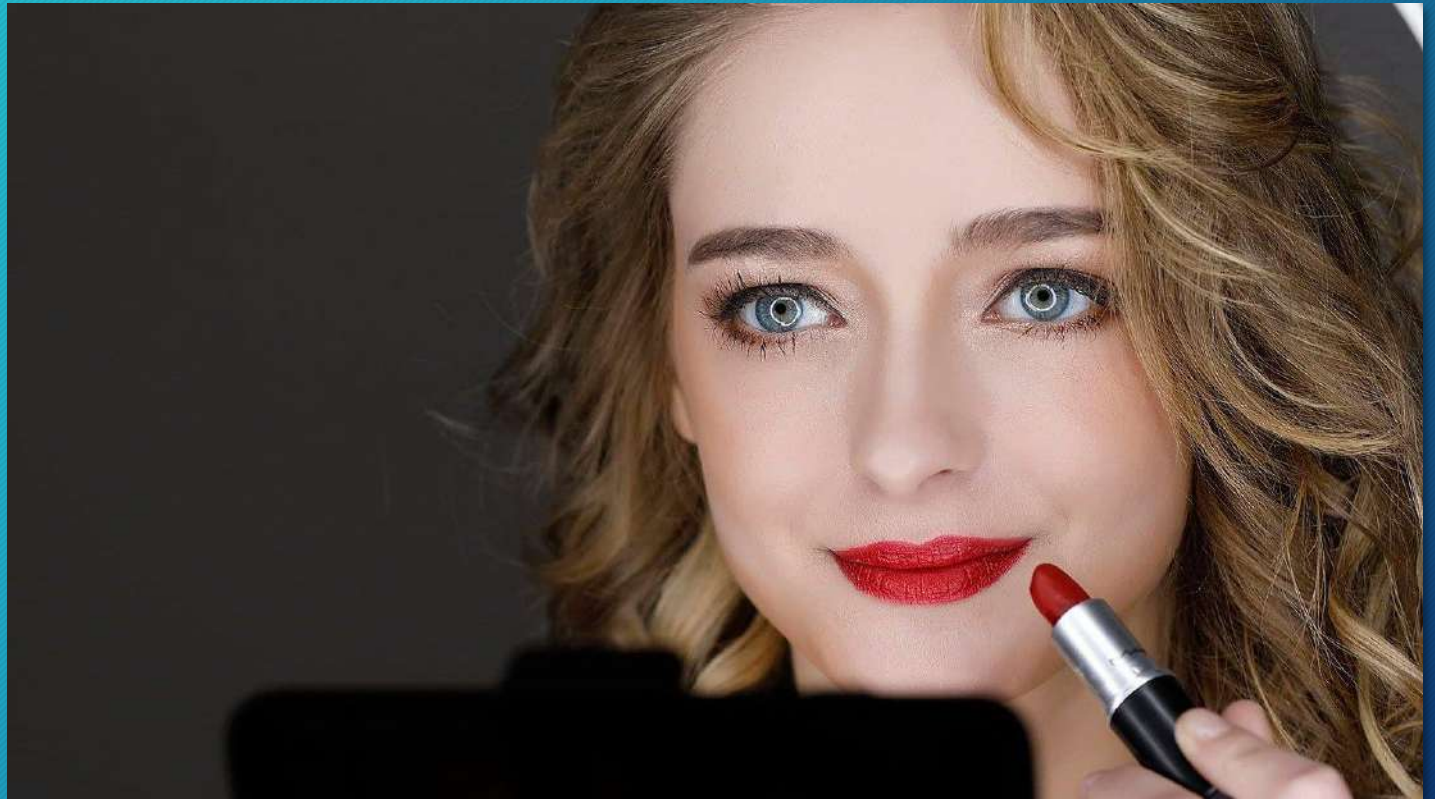
- Uniform light all over the face;
- No shadows;
- Excellent for small distances from the camera;



# Lighting in your professional videos.



**The ring light:**  
the characteristic  
circular light  
reflected in the  
eyes



# The stability of the camera



An example of desk tripod



# The stability of the camera

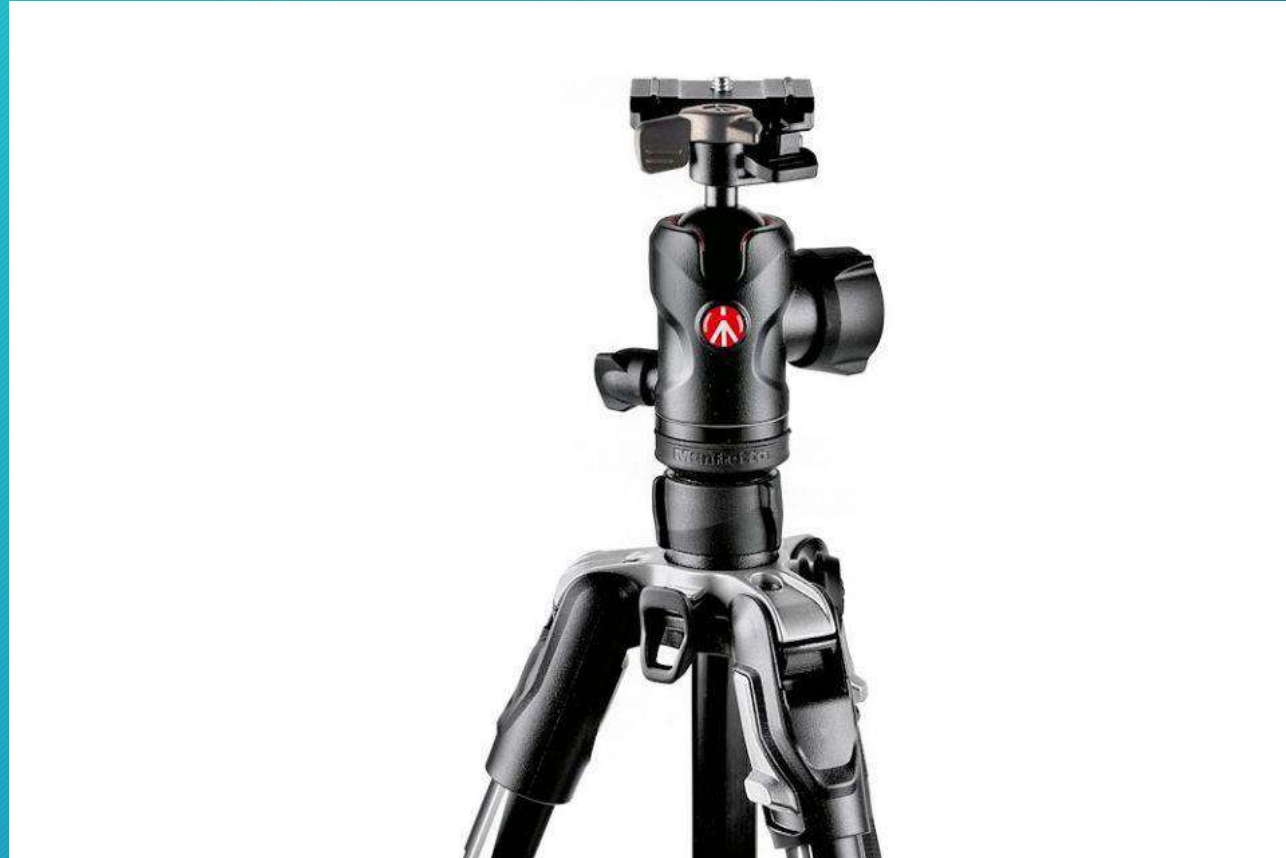
Mobile phone holder that can be fixed on a tripod



# The stability of the camera



Tripod with  
spherical head



# The stability of the camera

## The Gimbal Advantages

- It stabilizes cell phone movements;
- Great for shooting on the go;
- It has a small built-in tripod to use it as a desk stand as well;





# Best devices to shoot videos



# Smartphones



## ADVANTAGES:

- we all have one
- light and easy to handle
- automatic focusing



# Memory cards



If you will use cameras or DSLRs remember that the speed of the memory cards is very important. Buy a good quality one!



# Videocameras

## ADVANTAGES:

- small and light;
- long duration of shooting;
- rotatable monitor;
- large lenses and sensors;
- automatic focusing;



# Reflex Cameras

## ADVANTAGES:

- image quality;
- ability to change lenses;
- many controls and settings available;



# Reflex Cameras

## DISADVANTAGES:

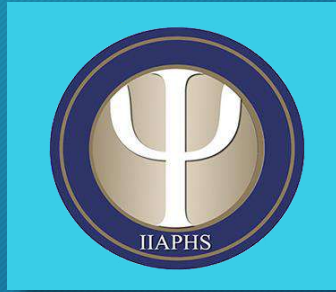
- unwieldy;
- critical focusing;
- limited single shooting duration;
- they require a sturdier tripod;



# Reflex Cameras

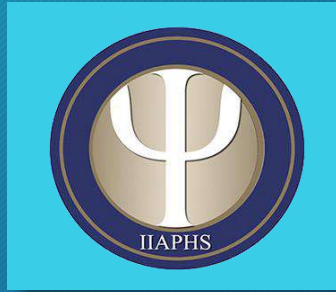
## Settings:

- Video Format: Full HD 1080 50p
- Shutter Speed 1/50sec
- Aperture (iris): the higher the aperture number, the more the background will be in focus
- ISO: The higher the ISO value, the brighter the scene



# Reflex Cameras

These are the models most used by professionals.



- Nikon D serie.
- Fujifilm serie X
- Canon EOS 4000D
- Canon EOS M6 MARK II
- Panasonic GH5
- Sony A7r III



# Reflex Cameras

## ACCESSORIES FOR REFLEX

External monitor: very useful to control all the settings

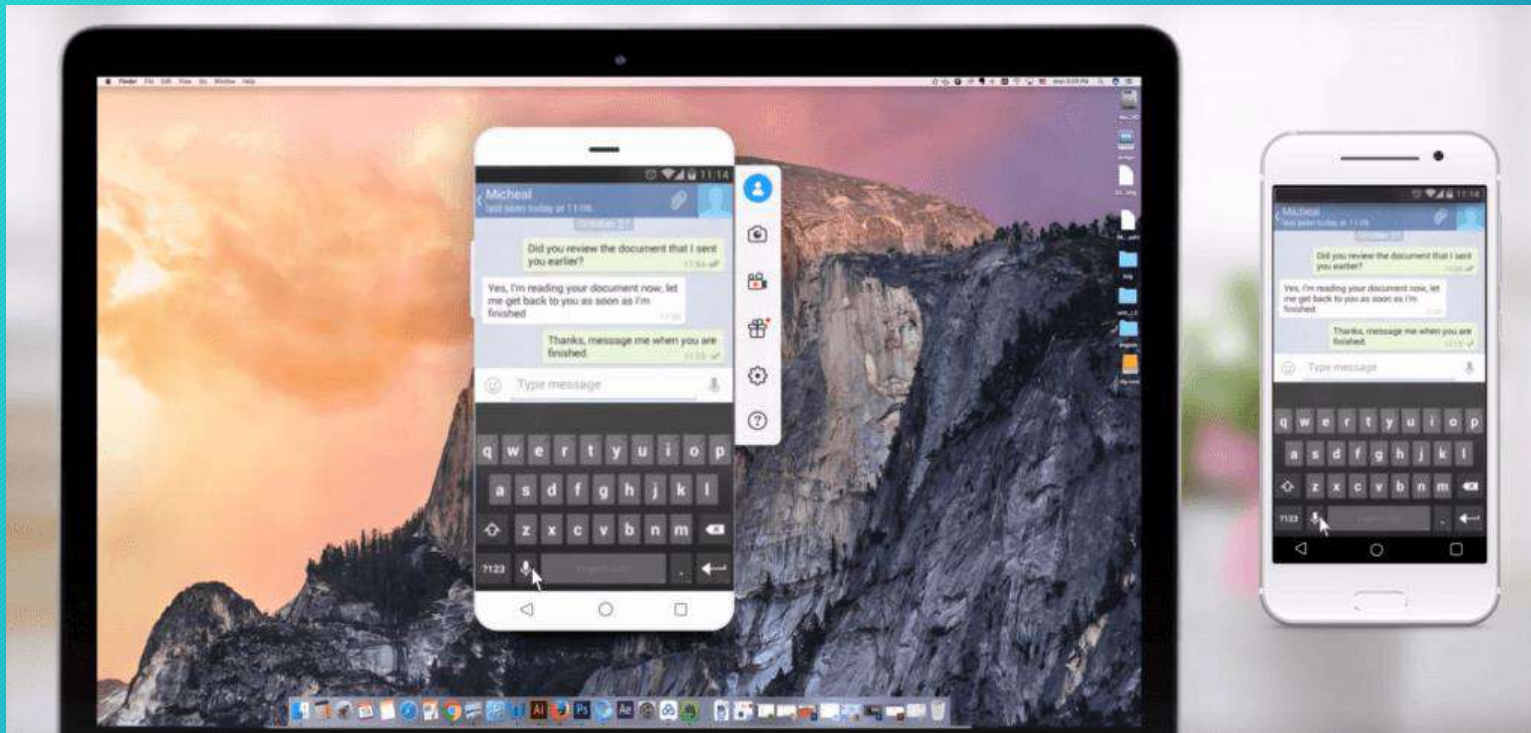


If you make videos of yourself, you can connect the reflex to your computer monitor on your desk or even to a smartphone



# Real time Control

## How to see what you are shooting



### Smartphone mirror

- USB or HDMI cable
- ApowerMirror

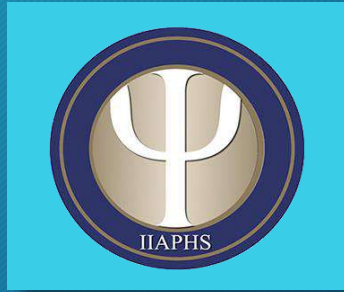
# Green Screen and colored backgrounds



To replace the background of your shootings with any other images!



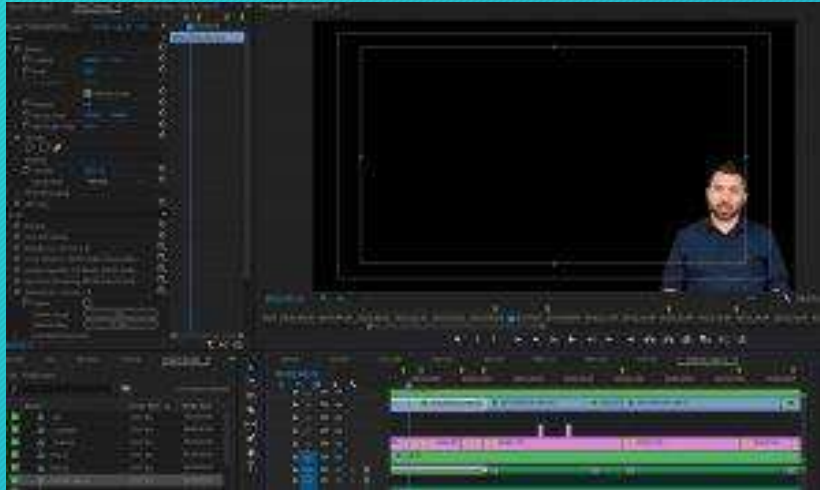
# Green Screen and colored backgrounds



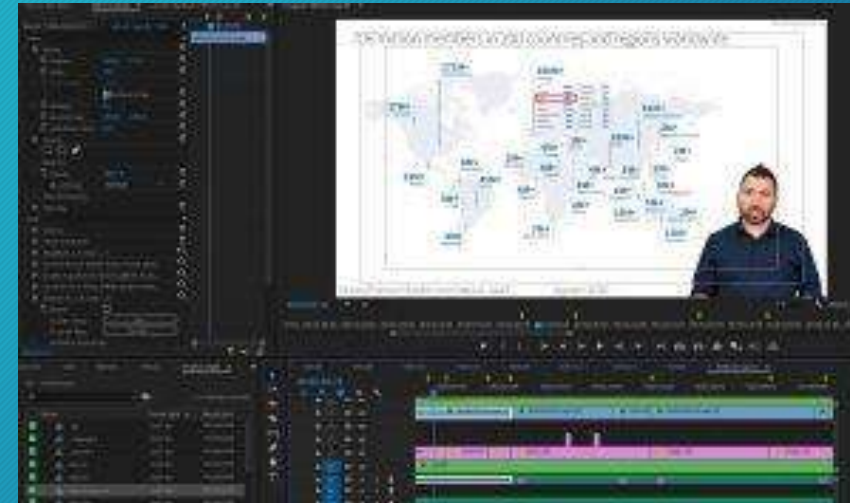
The original image in Premiere



Cropping of the image to keep only the green background

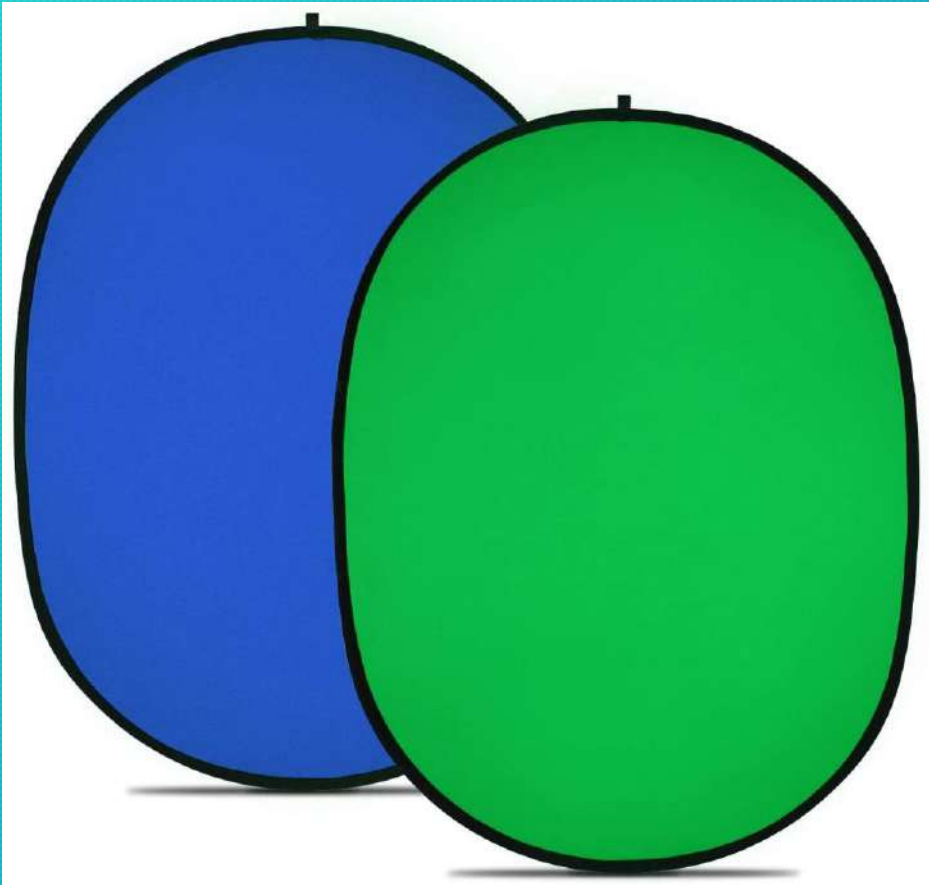


Application of the Chroma Key effect for the elimination of the background color and repositioning of the figure

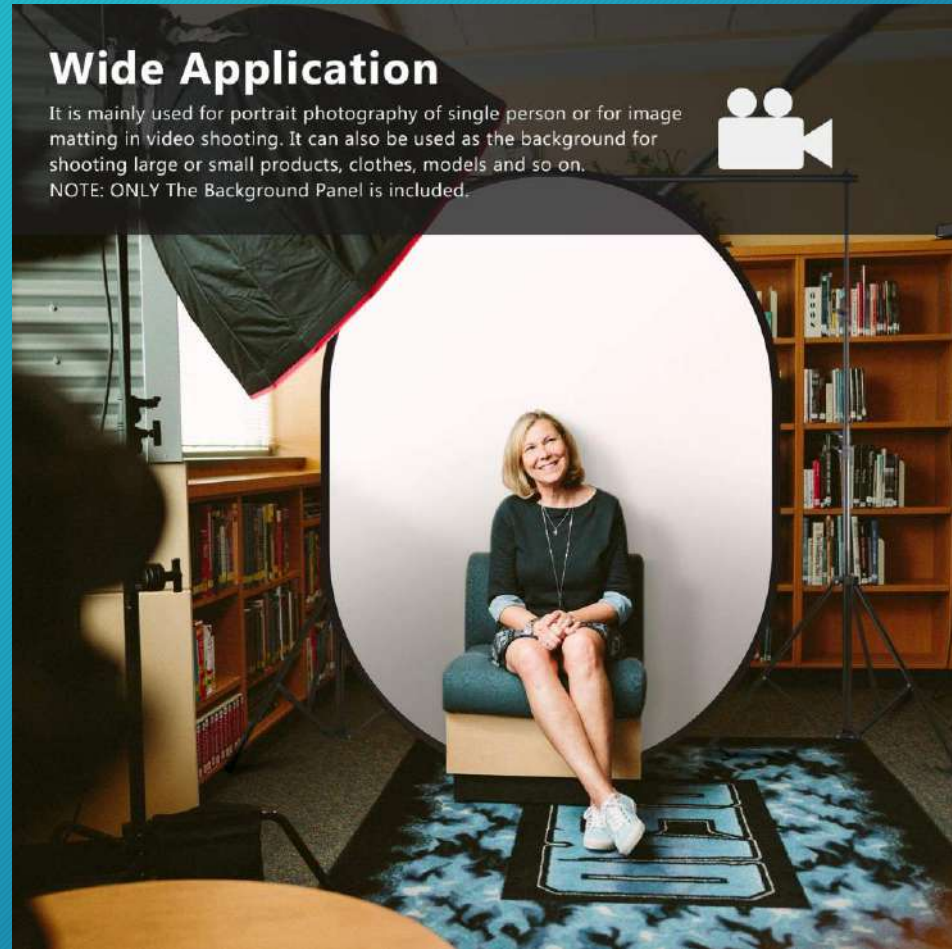


Inserting a new image as background

# Green Screen and colored backgrounds



# Neutral backgrounds



## Wide Application

It is mainly used for portrait photography of single person or for image matting in video shooting. It can also be used as the background for shooting large or small products, clothes, models and so on.

NOTE: ONLY The Background Panel is included.



# Other accessories

Put the wheels to the camcorder!

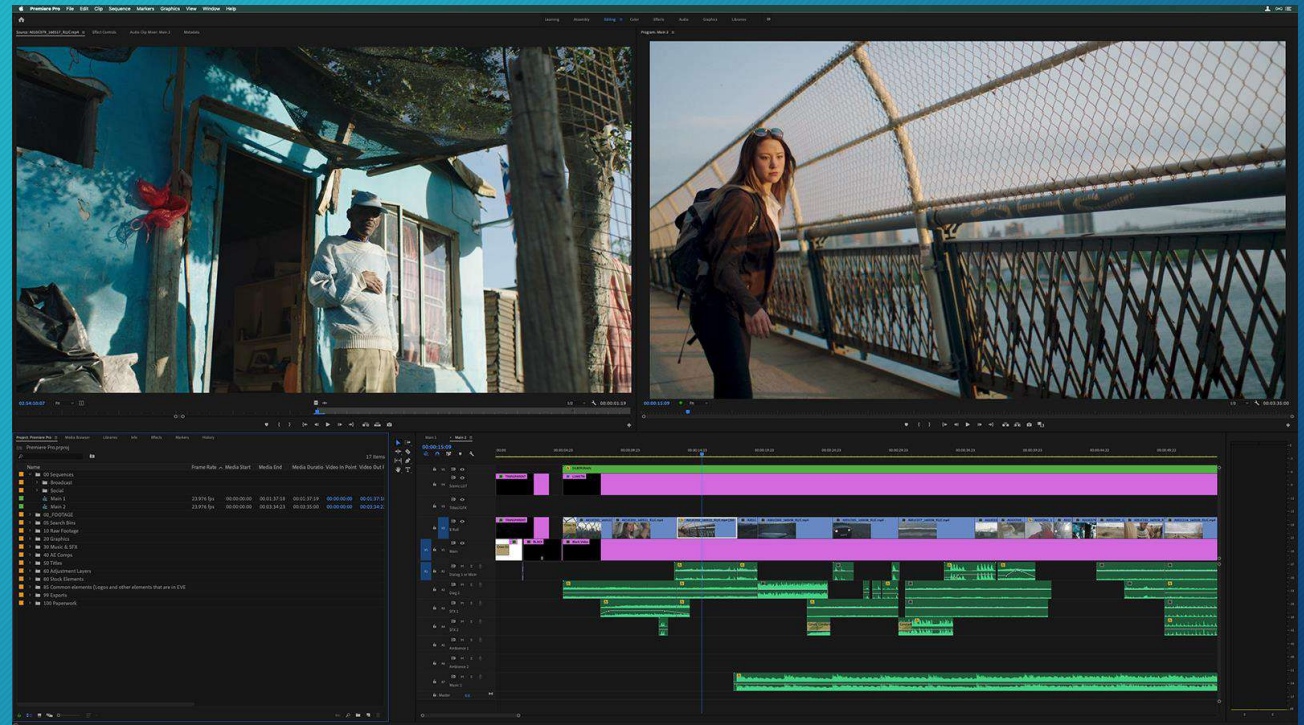


# Video Editing Software



# ADOBE PREMIERE

<https://www.adobe.com>

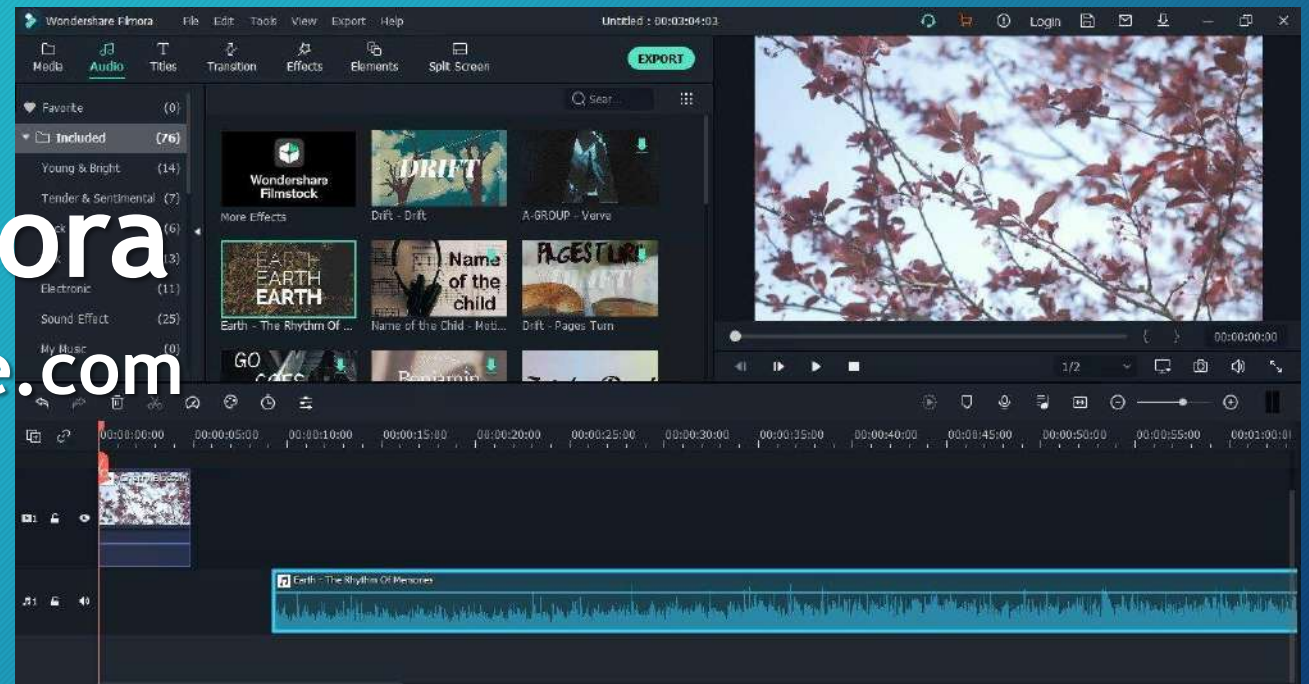




# Video Editing Software



Wondershare Filmora  
<https://filmora.wondershare.com>



# How to improve our videos

Free sounds, music, images, videos  
and other elements.



Adobe Stock  
<https://stock.adobe.com>



freepik

<https://www.freepik.com>



pixabay

<https://pixabay.com>

You Tube

<https://studio.youtube.com>

# PUBLIC SPEAKING and READING



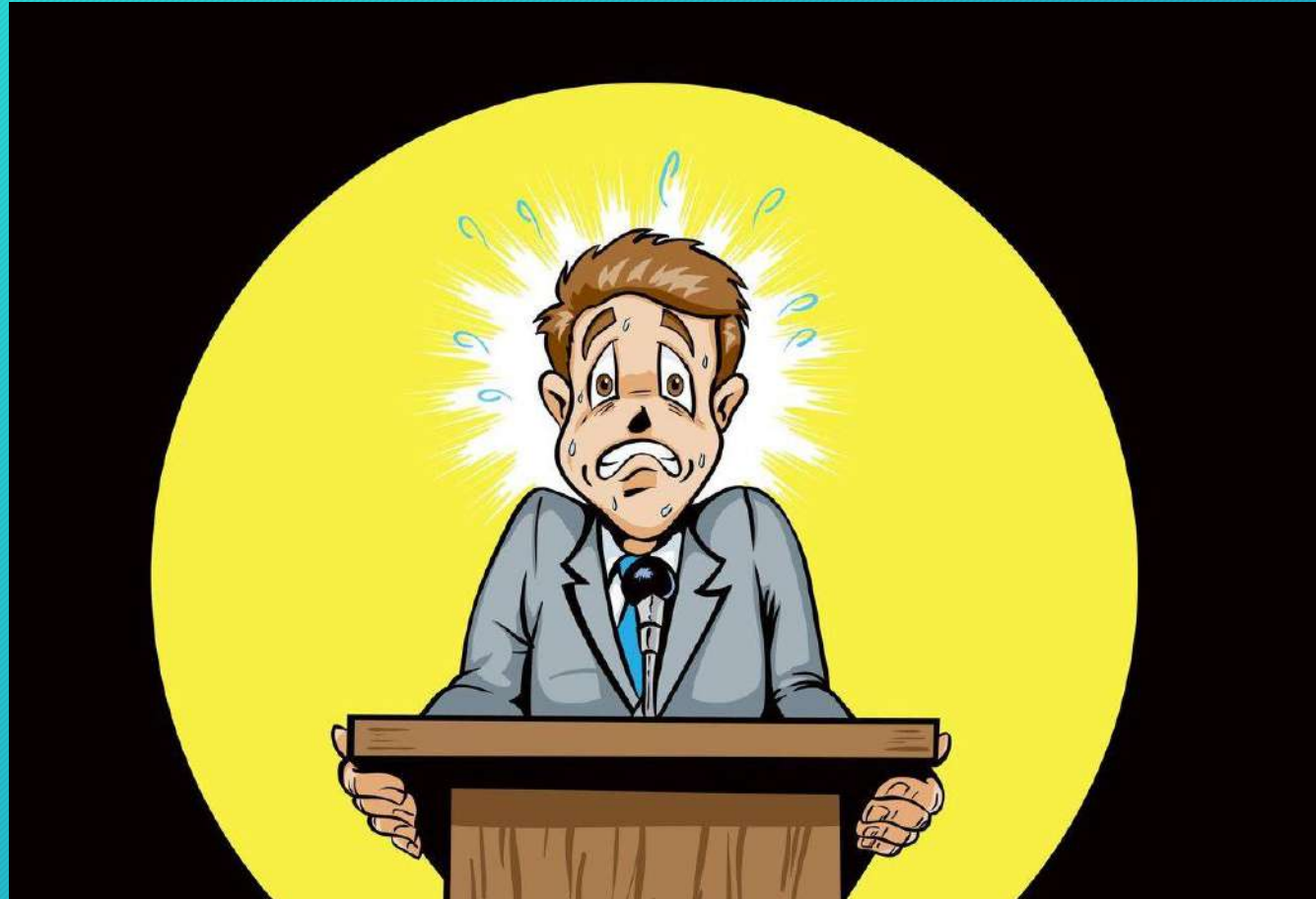
**PUBLIC  
SPEAKING**

# PUBLIC SPEAKING and READING



Communication is  
always bi-directional

# PUBLIC SPEAKING and READING



Glossophobia:  
The fear of  
public speaking

# PUBLIC SPEAKING and READING



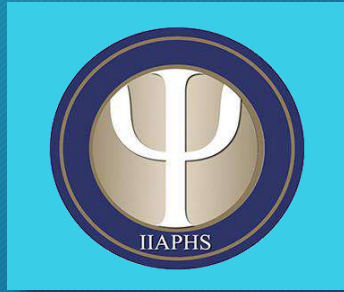
Overcome the fear of speaking or reading in public.

- First of all, believe in yourself!

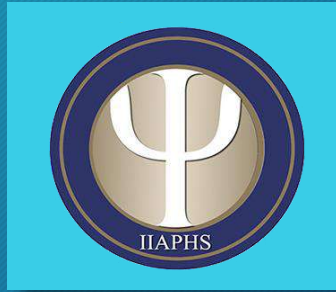
# Prepare your speech carefully.

## Start with a motivation:

- Specify the benefits of the event: “*at the end of the event you can ...*”
- Make a promise and keep it
- Start with an exercise: reduces self-referencing and puts the spotlight on the participants
- Make the participant the real protagonist



# Prepare your speech carefully.



- Always ask yourself:  
"Why should the participant exchange his time with my speech?"



# Prepare your speech carefully.



- Always ask yourself:  
"What is the added value of my speech?"

# PUBLIC SPEAKING and READING



Create a list of topics, a concept map, organizing the intervention by points

# PUBLIC SPEAKING and READING



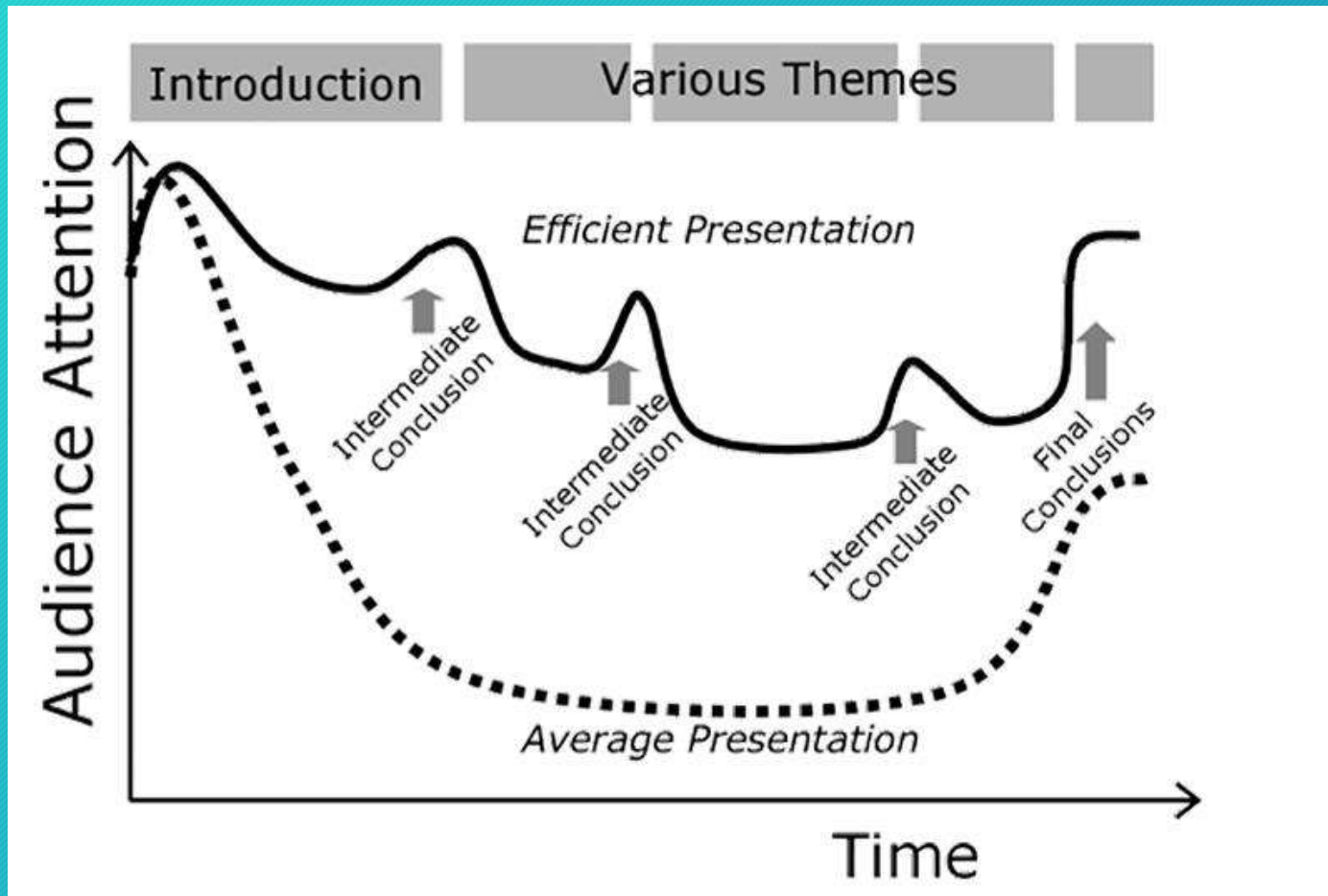
Time yourself



Make sure you don't  
exceed the time you are  
given.

# PUBLIC SPEAKING and READING

- Keep in mind the attention curve.



- The listener's attention is not constant and has a duration like the trend of a parabola.
- Introduce variations in your presentation and don't go too far on one topic.

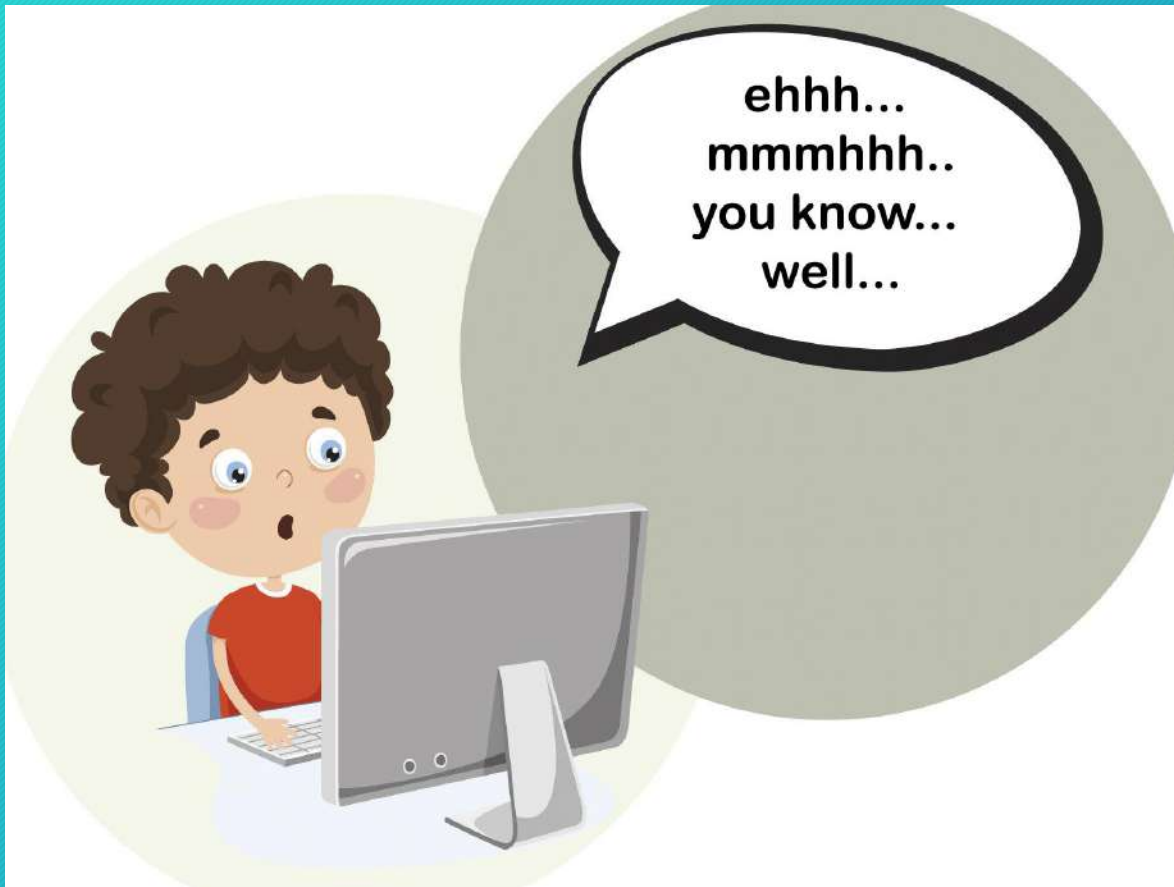
# PUBLIC SPEAKING and READING



Eliminate or hide body twitches

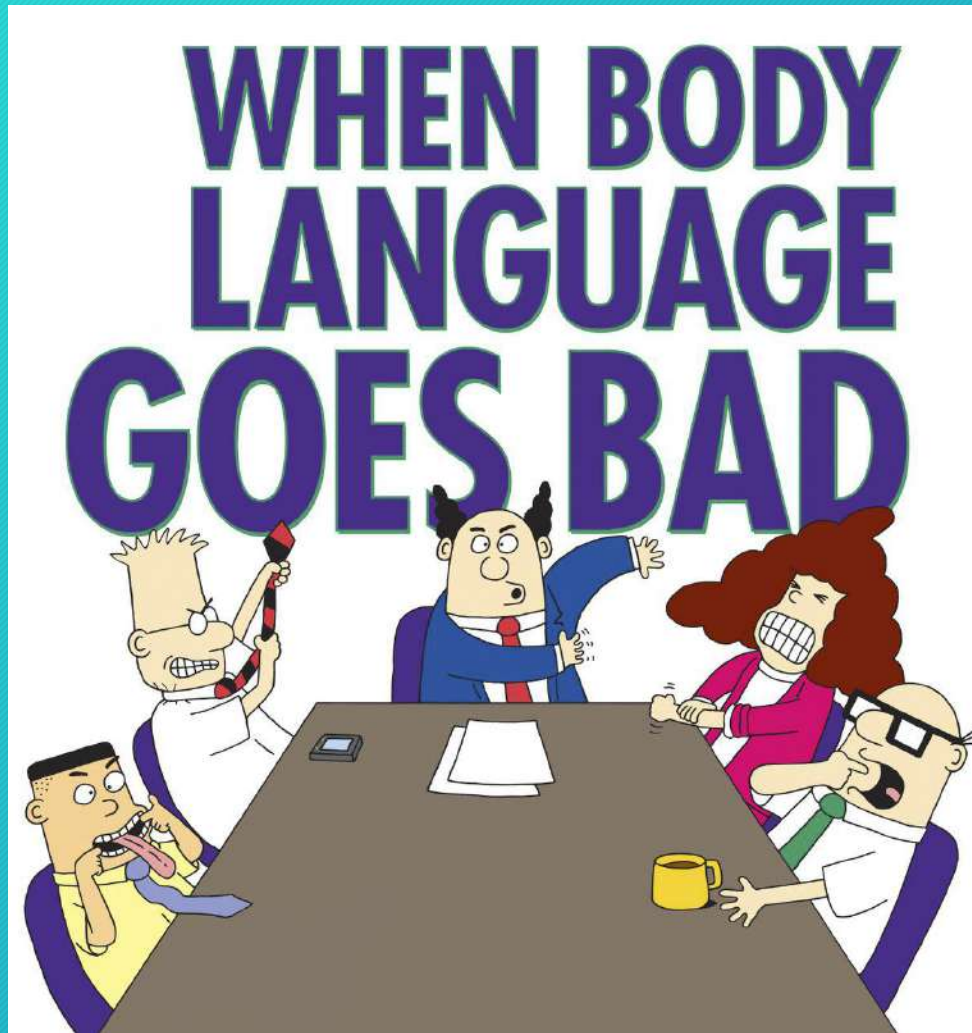


# PUBLIC SPEAKING and READING



When speaking, avoid annoying and unnecessary noises.

# PUBLIC SPEAKING and READING



Pay attention to your body language!

- The public must believe what you say.
- If you are not sincere, he realizes it, due to the signals we send with the body.
- If there is no consistency between what you say and what your body-voice says, nobody will trust you.

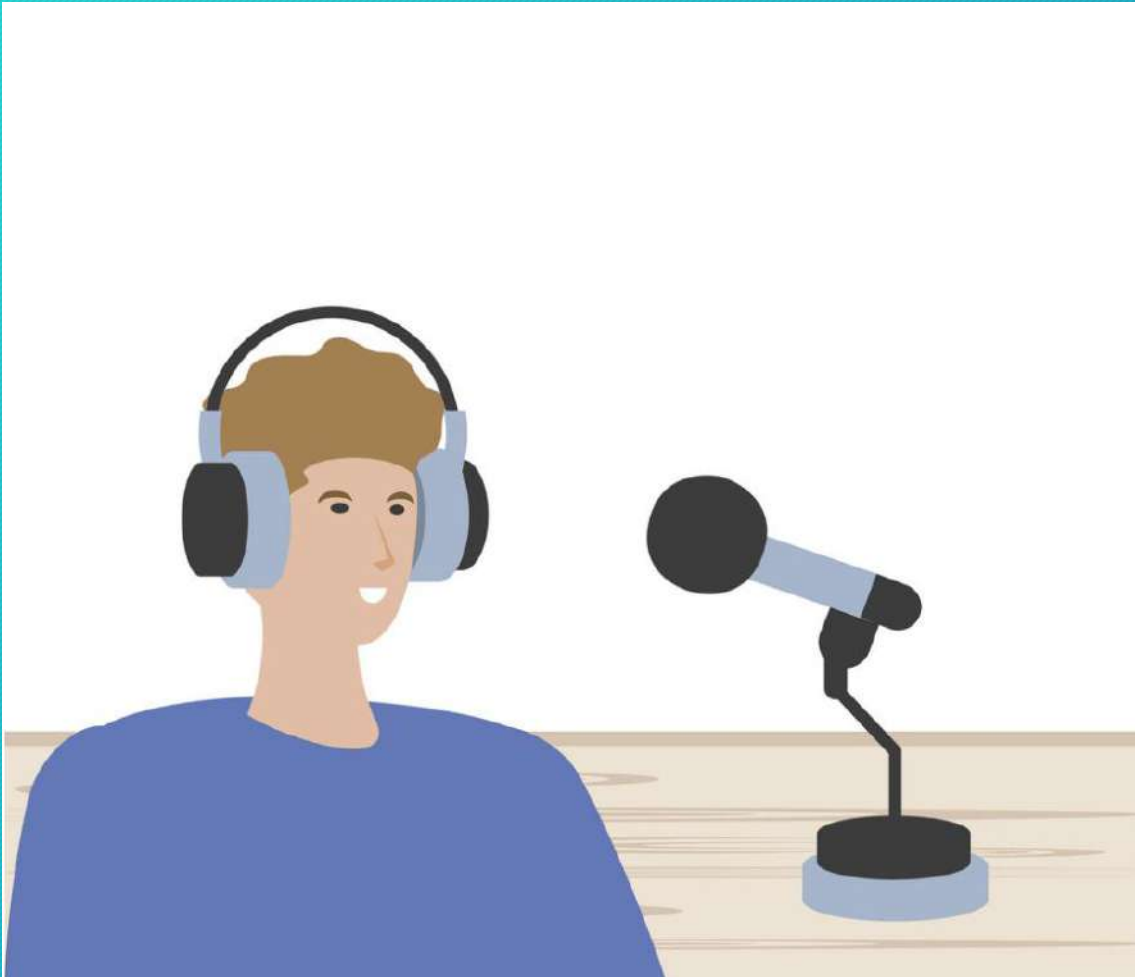
# PUBLIC SPEAKING and READING



- Study your clothing and posture!

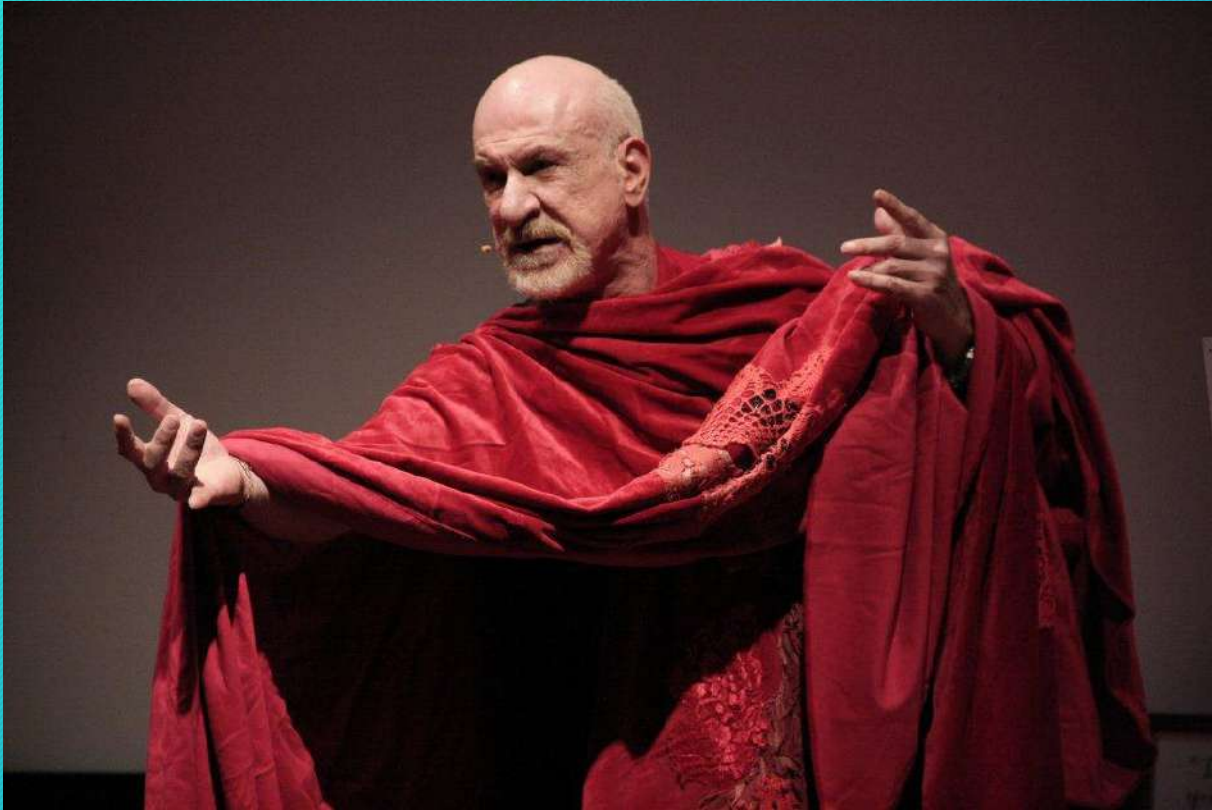


# PUBLIC SPEAKING and READING



Self-listening is the first step. Read aloud, record, listen to yourself, do it often, exactly as if it were a gymnastic exercise.

# PUBLIC SPEAKING and READING



In a sense, we  
must be  
actors!

# PUBLIC SPEAKING and READING



## The Voice



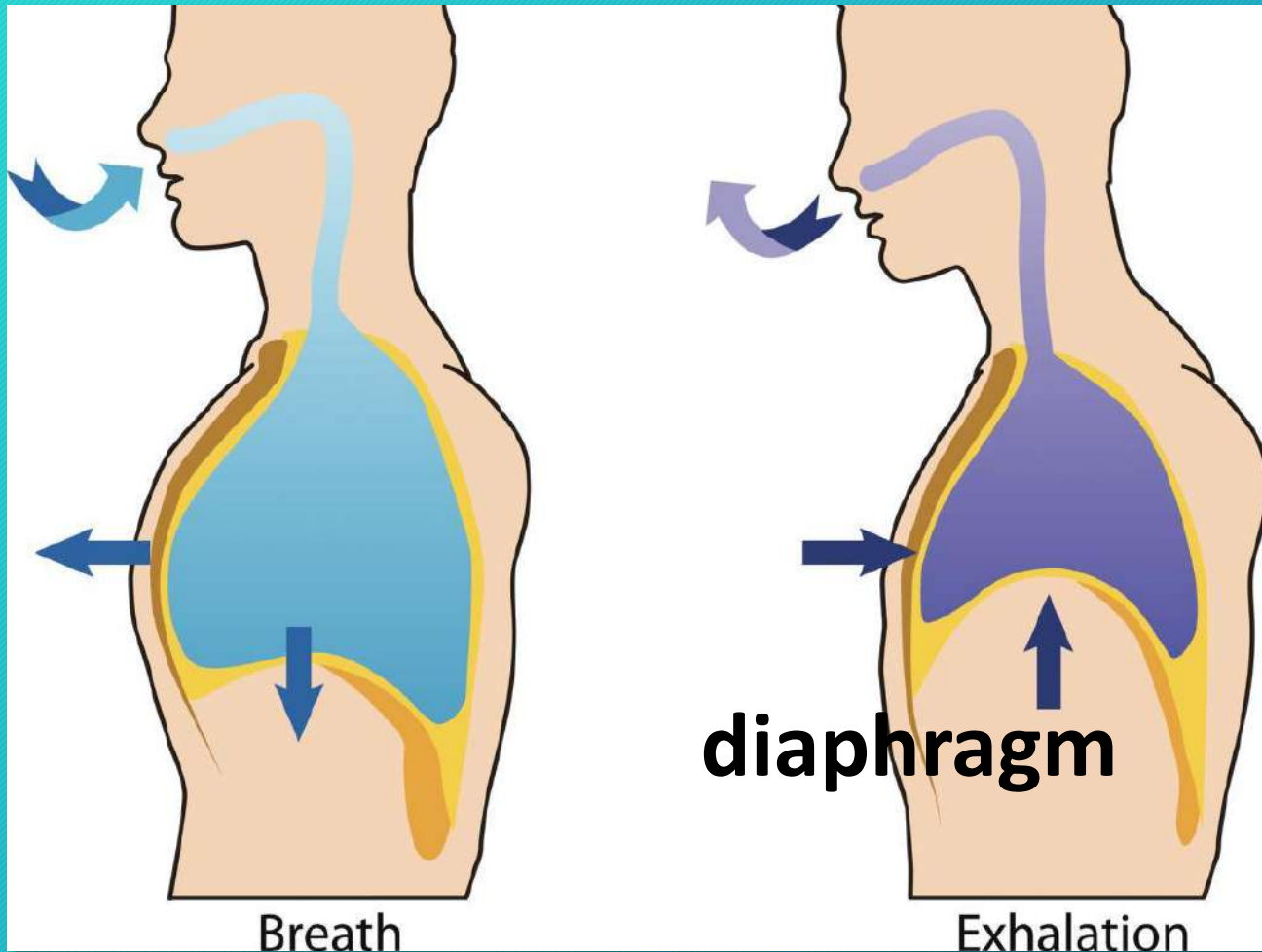
- There are no good or bad voices.
- There are polite voices and misused voices.
- With the exercise we learn to know and appreciate our voice.

# PUBLIC SPEAKING and READING



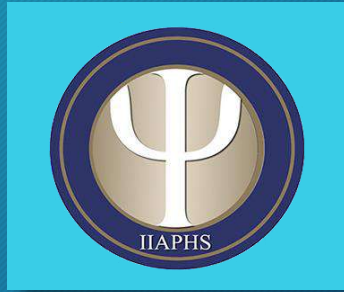
The Voice

# BREATHING



# PUBLIC SPEAKING and READING

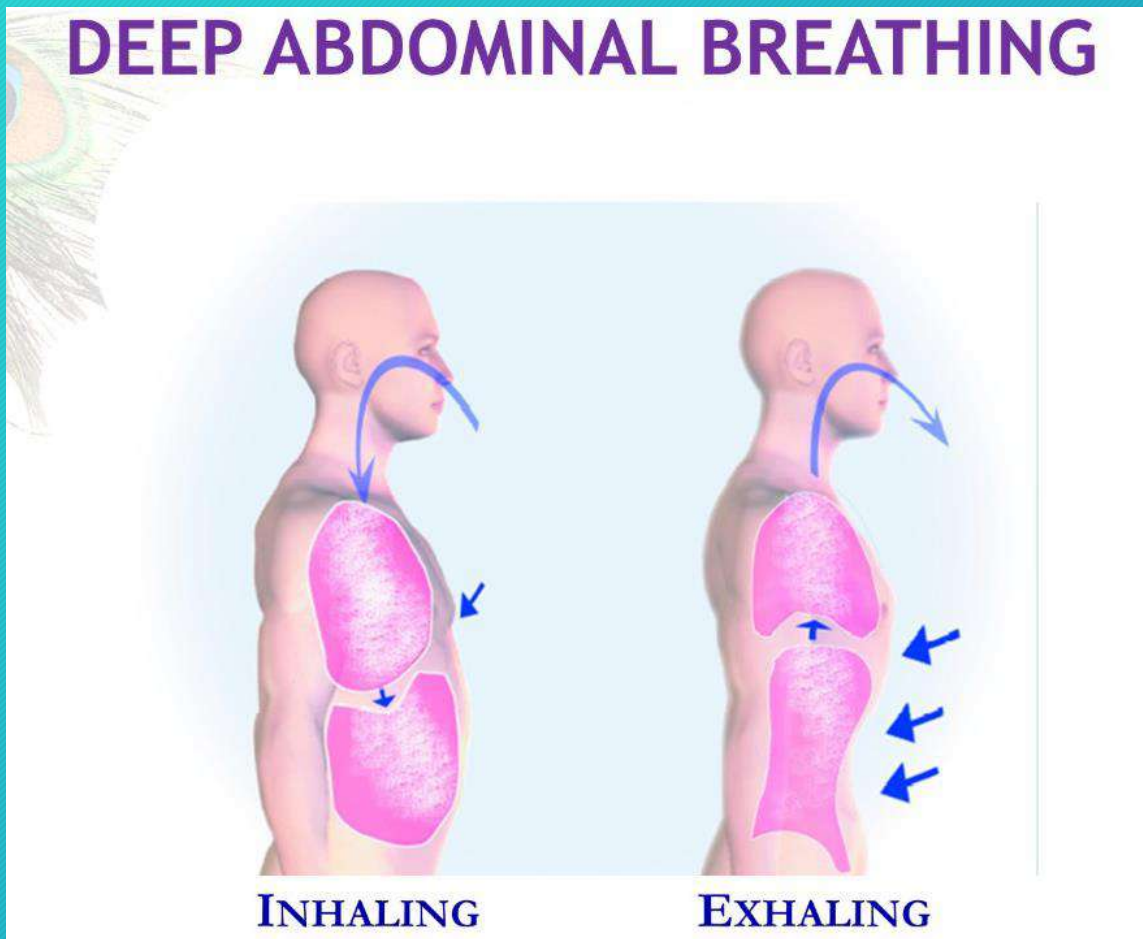
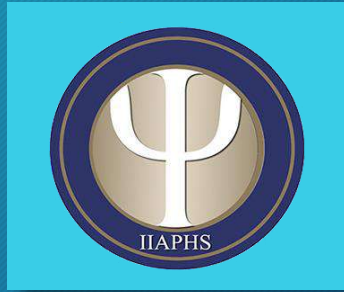
# BREATHING



- There are three levels of breathing:
- Sternal: upward movement of the collarbones (shoulders).
- Rib: movement in width of the chest.
- Abdominal: movement in all directions, with a feeling of expansion of the stomach, as if inflating a ball. It is correct breathing, the one that allows us to store more air.

# PUBLIC SPEAKING and READING

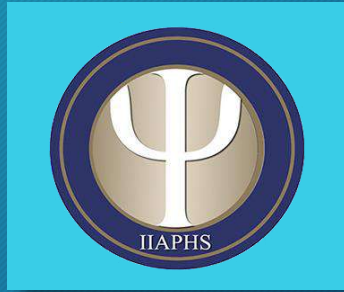
# BREATHING



- Abdominal breathing gives us a correct dosage of the emission

# PUBLIC SPEAKING and READING

## BREATHING



- Useful exercise to get used to diaphragmatic breathing:

Exhale. Breathe in slowly without lifting your shoulders and trying to send all the air into your abdomen as if you were inflating a ball.

Breathe out slowly, with your mouth open, deflating the abdomen until the 'ball' returns, contracting the abdominal muscles.

# Paraverbal communication

How you say what you say

- Volume
- Speed
- Timbre
- Pitch of voice
- Rhythm





# Paraverbal communication

## Volume



Volume contributes to the rhythm and expressiveness of our speech.



- Speaking softly suggests shyness, fear and intimacy.
- A high volume, instead, evokes ostentation of confidence, arrogance, aggression, arrogance (do you remember the Sergeant Hartman in "Full Metal Jacket"?)

# Paraverbal communication

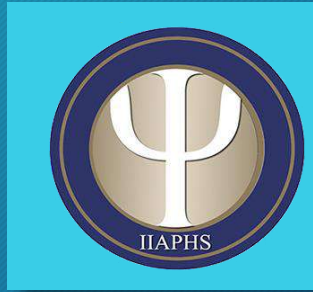
## Volume exercise:



- Stand up, legs apart. Inhale. Stay in apnea for two seconds.
- Breathe out while pronouncing the sound A, gradually raising the volume to the maximum for you and then lowering it back to the starting point.
- Turn up the volume but without changing the pitch, ie keep the same note.

# Paraverbal communication

**Tone** It is the height of the sound wave



- Varying your tone as much as possible to get an interesting speech or reading.
- Monotonous, of a single tone, means boring. Avoid speaking in a flat and monotone tone, color your voice, use all the notes.

# Paraverbal communication

**Tone** It is the height of the sound wave

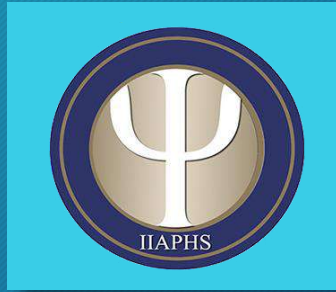


Tone has such a powerful emotional impact that it can make a sentence take an opposite meaning to the literal meaning of the words.

Think of Jack Nicholson's "Wendy, honey, of my life..." in Shining!

# Paraverbal communication

## Pauses



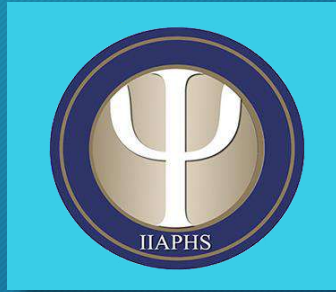
Breaks are necessary.

They are intentional silences that must be loaded with meaning.

- They are an essential part of the speech, fundamental to the rhythm.
- The breaks create suspense, curiosity, anticipation, the desire to know what follows.
- They are moments of reflection for the listener and, for the speaker, occasions to underline expressive intentions.

# Paraverbal communication

## Rhythm

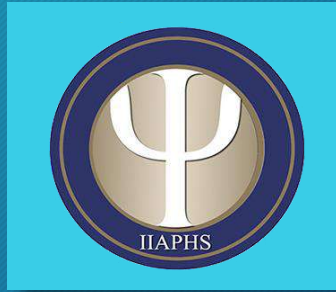


It is the alternation of speed used in an expressive way.

- Creating a varied and articulated discourse is necessary to interest and excite.
- The Rhythm can never be uniform.
- Don't talk always too fast or too slow

# Paraverbal communication

## Rhythm exercise:



- record the reading of a sentence and time yourself.
- Record new ones trying to take longer if you tend to speak too slowly or less time if you tend to run.

# The End



Thank you for your attention!

**YOU GOT IT**

