Videoproduction

"Biodiversity live"

# CONTENTS

## Introduction

Videos are an extremely attractive way to present content, services and products to customers.

And by the way, you also make your website more user-friendly, because you can save tedious reading and give customers the most important information in a short time. Users read little, skim or scan texts only. Moving images are more memorable in terms of advertising.

Young customers in particular are growing up with moving images and expect dynamic presentations of products and content. In the age of YouTube, news and content are given little time. Anything that does not capture the attention and get the message across in a short time does not reach the customer. This is where videos come into their own.

Adding videos to a website promotes the dwell time of a visit. The longer a customer stays on a website, the lower the bounce rate. Google, for example, pays close attention to whether a website has many bounces (too short a dwell time and only 1 page visited) when calculating its rankings. The better the dwell time and the fewer bounces on the first page visited, the better chances of increasing rankings.

Apart from longer dwell time, videos ideally also increase click-through rates on Google by displaying small thumbnails of the video next to the search results. These ensure more conspicuousness and thus a higher click-through rate.

Technical description → Steps to take

## Technical requirements

- Use landscape format.
- Highest quality level your smartphone allows.
- Urgently avoid digital zoom.

## Do's

- Individual shots should have a duration of at least 20 seconds.
- Do not be afraid of still, "boring" shots - the footage is still being edited!
- Pay attention to a straight horizon.
- When moving the camera (i.e. panning or driving), run for 10 sec
    - already before the camera movement
    - and also after the camera movement
- Before starting the recording, define the start and end point, i.e. have a plan.
- From where you want to go where.
- Carry out the camera movements a long time.
- Film in different camera settings, camera perspectives, camera movements.

## Don'ts:

- Do not film directly against the sun or other light sources.
- Do not zoom during recording.
- Tend not to film while walking (unless a "chase" makes decided sense).

## Sound

- Also record sounds with the smartphone's voice recorder function, there, where you shoot (as long as there is no wind ...).
- Record several atmospheric sequences.
- Duration: about 1 minute each.

- Possibly "special sounds" can be heard? A brook, a wind chime, a bird, chopping wood, ...?! Also record these sounds separately with the voice recorder function.

• Again: Highest quality level that your smartphone allows.

## Camera settings

The designations for setting sizes cannot be defined exactly and are approximate values. It always depends on the relation to the main subject. A long shot can therefore show a person in total - but it can also show a house or a beetle in total.

Practical tips:

• If an object is to be filmed, it is advisable to film this object in several (at least 2) camera angles.

• It makes sense to choose shot sizes that are not directly next to each other.

• It is essential to film different shot sizes in total.

• Shoot a long shot at each location (to show where you are).

 TOTAL: Represents the main subject in its entirety. E.g.: standing man with some surroundings.

 HALF TOTAL: A more limited section of the main motif is highlighted. People/ objects are in the picture from about the knee up.

 HALF CLOSE: People or objects of comparable size dominate the picture. Usual shot size for two people in conversation.

 NEAR: The chest shot of a person. The surroundings hardly play a role.

 LARGE: A single detail (head of a person, flower of a plant etc.) is singled out, clarified.

 DETAIL: Concentration on extreme details/parts. Eye, flower petal, butterfly wings, etc. Extreme magnification through the macro setting.

## Camera perspective

The eye level/normal perspective is usually the most suitable perspective, but beware: What is meant is that you are "at eye level of the object", not that you are filming everything from your own eye level!

Praxistip: bend your knees, stretch your arms upwards as perspectives can also be changed during the recording. Different perspectives in a video add a lot of value to it.

Eye level/normal perspective:

- The camera is "at eye level" with the eye level" with the object.
- Could lead to the fact that one has to get down on the knees, e.g. to film a sheep or a flower.
- In most cases the most appropriate, since "most normal" perspective.

Bottom view or frog perspective:

- The camera is located (far) below the the normal viewing axis.
- Objects appear powerful, imposing.

Top view or bird's eye view:

- The camera is located (far) above the the normal viewing axis.
- Objects appear slender - one looks "down "down on the object.

## Camera movement

Practical tip: Pan and move calmly and diligently. Do the movements rather only without changing the position which means only move your own body, e.g. by moving your arms or by bending your knees.

Pan:

- The camera position remains unchanged.
- A pan can be horizontal or vertical.

Drive:

- The camera is moving, i.e. its position changes.
- To approach object/track of an object.

## Impressum

Inspiring for Biodiversity (Inspiring4Biodiviersty) is a project funded with support from the European Commission. The European Commission support for the production of this publication does not constitute an endorsement of the contents, which reflects the views only of the authors, and the Commission cannot be held responsible for any use, which may be made of the information contained therein.



Project code: 2019-1-DE02-KA204-006510

Editor:
GLOBAL 2000 - Friends of the Earth Austria
Neustiftgasse 36 / A-1070 Wien/ Austria
https://www.global2000.at/

Partners:
MITTETULUNDUSUHING PEIPSI KOOSTOO KESKUS (Estonia)
Ekopolis Foundation (Slovakia)
Global Nature Fund (Germany)
Stowarzyszenie Ekologiczne "Etna" (Poland)
Balatoni Integrációs és Fejlesztési Ügynökség Közhasznú Nonprofit Kft. LBDCA (Hungary)

Legal information:
Dieses Werk von Inspiring for Biodiversity ist lizenziert unter einer Creative Commons, Namensnennung 4.0 Internationale Lizenz.

Images: Global2000