# SNAPSHOT ON SIMPLE VIDEO CREATION

Video brings your publicity to life, and it's one of the most potent means to inform, educate and promote.  There is a myriad of software and techniques to create your video, and you can get as complex as you desire, but this guide summarises some basic ideas for getting your video onto your website and social media etc, using software you probably have or can get free.  The software mentioned is representative only, as there are lots of choices.

## 1)  First you need photos and / or one or more video clip(s)

Most of us have a smartphone that will take photos and video.  The best orientation is landscape (the phone on its side).  Do not try to capture everything, simply shoot something representative, interesting and action-based about your topic.  For video clips, try for a minimum of 60 seconds. To make a video using photos alone, you need quite a few good photos.

Basic editing: Basic editing on your phone of video clips can be done using Microsoft Movie Maker (or similar) from PlayStore or equivalent.  This is most useful for reducing the length of the clip and getting rid of any issue at the beginning or end of the clip. These clips will play automatically in the final video.

## 2)  Transfer for use

Get the photos and / or video clip to your PC / Laptop.  Even a very short clip will be huge, so use a USB connection.

## 3)  Construct a simple video

To construct a simple but effective video easily use PowerPoint.   The first slide might be a title slide with a Rotary logo and the video title.  Additional slides may have additional text and / or pictures - fill each slide as much as can with ONE photo, and / or a slide with the phone video clip loaded into it as a video.  The last slide should be a call to action plus contact details along with another Rotary logo. PowerPoint allows you to add music and shorten the beginning or end of that clip to remove dead spots.  Insert on first slide before anything else to ensure plays throughout. A free music site is Jamendo.

## 4)  Create completed video file

Then save the PowerPoint presentation as a MPEG-4 Video and you now have a video. Note that it may take a while to convert, so watch that progress bar.

## 5)  Make available to use widely

To make this video available for your website and social media etc, simply create a free YouTube or Vimeo account before uploading your video and then copying the video URL address or embed code for the media you want to have it play in.  How do you do this?  Go to YouTube or Vimeo websites, and all will be clear, as it's easy to follow.

## More advanced

Of course you may wish to segment the video and / or add sound, whether a voice over and / or music.  Unfortunately this is where it gets a bit more technical, as there are a huge number of possibilities.  If you want to use music, consider copyright issues, and you will need to be able to get the music in the form your chosen software specifies.

The following is one possibility:
'Free Video Editor' from Thundersoft has among some other functions:

- Split your video into segments that can be rearranged and joined in a different sequence (or use to add-in an entirely separate video taken by someone else) or added onto different PowerPoint slides and played at different times (eg. between picture sets if used) within the video.
- Add voice-over and / or music

**To finish**:  The above information will get you started with video for your club.  Have fun!  You can also contact your District ICT Website Committee (listed in the *District Directory*) for guidance.