Videos

Videos are the recording of moving visual images made digitally or on videotape. Videos can be created both professionally and informally, with recording equipment becoming more accessible for organisations and individuals.

When?
Videos can be used when an idea or concept is hard to portray on paper. For example, if you are telling a story, demonstrating a process or product, or capturing a live event. You could also use videos to create a video blog (or 'vlog') that will capture moments across the life of a project.

Who?
Involve both those who are confident infront of the camera (or narrating) and those who are confident behind the camera (shooting, editing, animating etc).

Asking people's permission to be included in a video is very important and it is recommended that you keep a record of the consent given to you by everyone filmed. Making sure they understand fully the purpose and intention for the video is a must, in order to gain their informed consent.

How?
The type of video you want to create will influence which equipment you need. Video blogs, for example, usually only require your laptop webcam and audio equipment. An interview or product demonstration however is more likely to require sophisticated equipment and planning.

It is advised that before you create a video, you plan the content. Whether this is a run-through, notes or a script, it is best to be prepared. Whilst you are bound to have some outtakes and re-do sections of the video to get it just right, being prepared is likely to save a lot of time and make editing easier.

Ensure you have somewhere quiet to record where you won't be distrubed. This can minimise the editing and outakes.

Once you have recorded and edited your video, you can publish it in a number of ways, e.g. you may wish to save it on your organisation's shared drive if it is an internal resource, or you may wish to utilise social media sites such as YouTube to promote and showcase your work to external stakeholders.

Things you need:

- Laptop / computer
- Editing software – a list of free options can be found here
- Audio & visual recording equipment