



## The easy peasy guide to creating your own video - March 2015

Here's your step by step guide to creating something worth watching using just your iPhone or iPad...

### 1) Choose a video style

First step is to choose what style of video you want to create. The three main styles proven effective for engagement are stop motion, time-lapse and standard video.

Stop motion is a great option if you're working with physical products or objects that can be brought to life. You can use this style to create videos ranging from simple image collages to full-length films. This video style requires you to think through the project and take individual photos and shots, so creating a short video can take considerable time, as explained here.

Example;

- [The Affordable Healthcare Act](#) (US)

Time-lapse videos are basically normal videos played at a faster speed. Many popular time-lapse videos involve leaving the camera focused on a changing scene over a long period of time or on a specific event. The piece itself needs to be entertaining enough to engage the viewer.

Examples;

- [Epworth Richmond hospital improvement works](#) (US)
- [Hope Mural painting comes to life at Baylor Sammons Cancer Center](#) (US)

Standard video is fast and easy to create and publish, and you like all video you can enhance it by combining multiple clips or adding music.

Regular video clips can be used in most scenarios. You can create a number of interesting videos including an introduction to your team, a workspace tour, interviews, celebrations of events and tutorials.

Example;

- [Breakfast at Glenfield - University of Leicester Asthma Guidelines video](#) (UK)

## 2) Shooting a standard film

As it's the most useful, we'll focus on helping you create a standard film. Many apps focus on adding advanced features for your smartphone's camera, but the default camera on your phone does a great job on its own.

For standard video, it's more important to focus on the video content than the filming method.

Before you start shooting, you'll want to have a few things in place:

- Your setting/workspace - Make sure you have a nice space with good lighting and there's nothing embarrassing in the background like dirty dishes.
- Your props – Make sure you have whatever you're animating handy, as well as any other items you want to include or feature in your video.
- A storyline – You don't need to plan every single frame, but you should have the basics of a story: the beginning, the middle, the end and what happens in between.
- Your phone / iPad and/or stand – Make sure your phone or iPad is charged and you have your tripod or stand handy if you're using one.

To improve your results, here are a few tips to consider before you start recording:

- Always record a 5- to 10-second test and play it back on your computer before you record the entire project. This helps you identify any lighting, background or audio issues ahead of time.
- Choose a setting that doesn't distract from the main focus of the video. For example, if you're filming an interview, don't shoot in a coffee shop with lots of people moving around in the background.
- Consider any editing or production you may or may not be able to do ahead of time. If you don't have the ability to add music or cut the clips later, you need to get the shots pretty close to perfect.

## 3) Editing your video

After shooting your video, you can give it a more polished and professional look with a video editing app. Here's how to edit your iPhone/iPad video.

To make simple video edits on an iPhone or iPad, the iMovie app is a great option. You can add audio, text and effects; cut clips or splice them together; and a whole lot more.

When you're done recording your video, open the iMovie app and tap Projects. From here, you can choose to work on recent projects or start a new project.

- Tap the + icon in the bottom-right corner to start a new project. At this point, you can create a movie or choose a premade template to create a video similar to a movie trailer.
- Tap the filmstrip where it says Movie. This takes you to a screen with several theme options for your movie.

- The Simple theme is the default setting, but you can try out the other options. After you select a theme, tap Create Movie in the top-right corner of your screen to open the editor.
- The top half of this screen is simply a cheat sheet to help you get started. Next, tap on the icon with a filmstrip and a music note on it.
- Tapping this icon reveals options for all of the places you can pull media from. Your video should be saved to your camera roll, so you can tap on All to see your video files.
- When you tap the file you want to use, it's outlined in yellow and an action box pops up. You can tap the Play button to make sure it's the right file or tap the down-arrow button to import it into your project.
- If you want to import an audio file into your project, follow the same steps you did to import the video, but this time choose the Audio option at the bottom of the screen.
- This takes you to a screen where you can sort your music by playlist, album, artist or song name. You can also choose from the theme music or sound effects preloaded with the app.
- Tap the song you want to use and then tap the down-arrow button to import the audio into your project. The song is automatically added as background music to your video.
- After you've imported your video (and possibly your audio), you should be back in the editor.
- Next, tap your video clip. The clip is outlined in yellow to show it's selected, and a new toolbar opens on the bottom of the screen. This toolbar offers a variety of editing tools.
- Use the Speed section to increase or decrease the playback speed of the video. Slide the little white circle left or right (towards the tortoise or the hare).
- The Audio icon is self-explanatory: Increase or decrease the volume by sliding the little line left or right.
- Title allows you to add title text to your video or transitions. When you toggle on the T icon, tiles with different fonts and animations pop up. Scroll through the tiles until you find the title style you want.
- Once you choose a title style, a preview pops up over your video. Tap that preview and then type in the title text you want to use for this movie.
- Depending on what you're trying to create, you may use some or none of these editing tools. For example, you may just want to add an audio file to the background of your video and then export it.
- When you're done editing your video, tap the left-facing arrow in the top-left corner of the screen. This takes you to the project summary, shown below, where you can watch, export or delete the video.
- Tap on the middle icon (with a box and upward-pointing arrow) to see your options for sharing or saving the video.
- If you're planning to share your video on multiple channels, tap the Save Video button to save it to your camera roll. You can then upload it to other channels from your phone.

#### 4) Sharing your video

##### You Tube

With YouTube you can upload almost any video regardless of length or quality. All videos are published in a widescreen format and can be played within Facebook and Twitter feeds and most other social networks.

Keeping in mind, many YouTube users don't use the social features like subscribing, thumbs up (or down) or commenting. But those users who are active and engaged spend a lot of time within the channel, which makes them incredibly valuable.

##### Vimeo

Vimeo was founded by a group of filmmakers who wanted to share their creative work and personal moments from their lives – it's a film fans network so great for reaching others who will appreciate the creativity of your approach.

##### And don't forget social media!

Videos are fantastic for social media. Share your video with your twitter followers and us @signuptosafety. We have thousands of followers and it's growing every day!

If you have any questions or would appreciate some help, do feel free to contact the campaign team via [england.signuptosafety@nhs.net](mailto:england.signuptosafety@nhs.net).