

The
Video
Manual



YOU TRAIN

fresh videos for non-formal education

**All you need to know to produce your
own video tutorials for non-formal education**

You Train, You Learn

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Co-funded by the
Erasmus+ Programme
of the European Union



This material was created in the project “Youtrain” (funded with the support of the Erasmus+ of the European Union, through Key Action 2 – Strategic Partnership in the Field of Youth)

The opinions expressed in this material belong to its authors and do not reflect the position of the European Commission.

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*** This is a video manual, no printed versions, stay green ***

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1.

So what's this all about?



In this chapter, we will provide information on:

- The Video Manual as a learning tool and how to use it
- The story of the YouTrain project
- The team behind YouTrain

Welcome to our video manual on “How to produce video tutorials for non-formal education: step-by-step from scripting to filming and editing” This is a video manual with the approach of combining text, pictures and videos in order to reach different ways of learning and different target groups.

So, if you really enjoy reading and understanding things in a logical and coherent way, the written part will please you. If you are more into videos and being able to pause, go back and re-watch, than the videos included in this manual will be up in your alley.

To complement all the content, we included pictures of behind the scenes, the production, the team, and others that will enrich this story and this learning tool.

This video manual is based on our experience of filming video tutorials on non-formal education methods during the Method Lab Training Course that took place from the 28th of October to the 3rd of November 2019, in Payerbach, Austria. During that time we were preparing and filming 15 methods, and for each one recorded additionally 15 separate interviews with trainers (or more if you ‘lose’ some footage - yep, that is a spoiler ...)

What this manual contains?



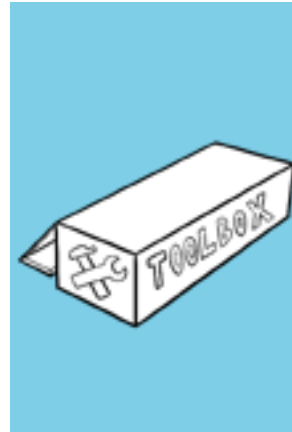
3 videos

The first one is a great memory from the Method Lab, the second one covers how to prepare for filming a video tutorial with our multimedia producer and our creator of the visual identity for the project, and the third one has tips and lessons learnt that the production crew got by being part of this experience.



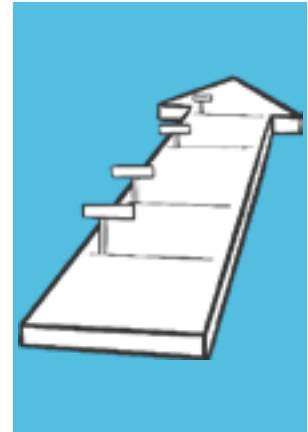
Templates

We will share with you templates for scripts, training session outlines, collecting feedback, youtube descriptions and some more that we used during our project.



Links for resources and equipment

We will share with you the resources we used or that we recommend to you to dive in if you would like to learn more, as well the filming gear that is advisable to get if you feel like investing into professional video making.



Step by steps and intro texts

Principles to remember, tips and tricks, some stories and explanations. Everything written in an easy-going manner based truly on our almost 2 years of experience from this project.



Some backstage pictures and stories

Yes, we will share with you the embarrassing moments too!

ABOUT THE PROJECT

The YouTrain video project was one of the greatest journeys we embarked on. Officially we started with the grant approval in February 2018 (unofficially in the beginning of 2017 with the first conceptual talks) and finished in September 2019.

We are 4 partners involved in this project from 4 different countries:

Coobra - Cooperativa Braccianti, from Austria - the applicant organisation and a coordinator

Ha Moment, from Portugal

The International Youth Work Trainers Guild, from Germany

Stitching Euromove, from the Netherlands

This journey was part of a project funded by the Erasmus+ programme of the European Union and approved by Austrian National Agency under reference number 2017-3-AT02-KA205-002002

Big thank you for that!



Erasmus+



Österreichische
Nationalagentur

During that time we produced:

5 introduction videos that give the sense of what is Non-Formal Education and its basic concepts. Find the full playlist [here](#)

15 video tutorials on specific Non-Formal Education activities, starting from energizers and name games, through simulations, discussions until the closure activities and evaluation. Find them all [here](#)

2 video tutorials on how to prepare for filming non-formal education methods video tutorials and on tips that the producing team share using their experience in the project

This **video manual**

Image and design material for all the project, illustrations and templates

Training session outlines and documents with more info about each method

A dedicated **YouTube channel** where all videos are uploaded. Click [here](#).

A **Facebook group** when we start our community on educational videos. Click [here](#).

ABOUT OUR TEAM



YouTrain is a pilot project that brings professional video tutorials to the non-formal education setting. We have learnt a lot during that process and from the beginning we were clear that we would share our lessons learnt in order to promote videos as educational tools.

A crucial element for success was the team, the different expertise that we all have and the way we connected through the project aim and managed to communicate and cooperate together in good times and hard times.

Our team was composed by:

Trainers of non-formal education: Sérgio Gonçalves, Yuliya Stankevich, Olga Kuczynska, MarCus Vrecer, Snezana Baclija Knoch, Jan Lai

Graphics and illustrations: Coline Robin and Marco Politano

Technical support: Giorgi Aronia, Vitalii Volodchenko and Jovana Vukovic

Video production: Sijmen Tenwolde, Reinout van Schie

The diversity and complementarity of our expertise was one thing, but the professional attitude and commitment of each team member was another big key factor in being able to deliver videos with such quality while keeping the educational purpose.

Do you want then to sit back, relax and
enjoy the journey with us?
Take a look at the first video then

This video shows the Method Lab - a bit of behind the scenes of the training that was part of a YouTrain project where we filmed all the video tutorials. Make sure to check soon our tutorials and subscribe our channel to be updated.

The Method Lab took place in Payerbach Austria, hosted by project coordinator COOBRA.

Here's the link to watch the video if you have a printed version of this manual:
https://www.youtube.com/watch?v=KL_JoQY_J8E

Enjoy the show!

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2.

Even if you don't like it, you need to prepare

In this chapter, we will provide information on how to prepare for the filming of video tutorials in a non-formal education training setting. You will find here:

- A video tutorial from one of the multimedia producers of our team
- Advices, tips and tricks for video production
- How to prepare and plan everything
- Step-by-step visuals on 'how to...'
- Template forms (Script, shot list, consent form and others)

Video - How to prepare for filming video tutorials in non-formal education - with Marco

Next you will watch a video made by one of our team members, our multimedia producer Marco Politano. This video was filmed in Ireland, during an event outside of our project where a big part of the team happened to be together nonetheless, taking advantage of that opportunity. Even though the conditions were not the best, we prepared the set in the best way possible, using what we had.

As you can see by the photos, it requires some work and creative thinking.



This was how the set of the video looked like, we were in the gloomy (yet still beautiful of course) winterish Ireland so good lighting was crucial!



Every set should be spotless and any pair of hands can contribute for that, here our dissemination master Vitally was using his excellent ironing skill to make the white screen perfect!



Marco was both filming and appearing in the same video.. How good is that?



How to prepare for filming video tutorials in non-formal education.

We hope you enjoyed the video and some of the key points described there!

To support you further, you will find in this chapter a summary of the principles but firstly we want to acknowledge and embrace as well some of the things over here that can support you when creating your own videos: **check our “lessons learnt”!**

Here's the link to watch the video if you have a printed version of this manual:
<https://www.youtube.com/watch?v=-LcsL7DAOP0>

Enjoy the show!

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Lessons Learnt from the video

Making the video more dynamic

This video is based on a lot of content. In order to make it more dynamic and easy to watch, the video editor used here some tricks:

<i>BACKGROUND MUSIC</i>	<i>PAST CUTS</i>	<i>KEYWORD TEXT</i>
<p>Added background music, with good rhythm but keeping in mind the volume in order not to distract from what the narrator is saying.</p>	<p>Applied fast cutting and changing the distance of the viewer to the person, to keep the attention of the viewer.</p>	<p>Some text appearing on the screen, complementing the main points that are being stated by the narrator, to facilitate memorizing the key points.</p>

Embrace mistakes

You may have noticed that we made some mistakes during filming. That is very normal to happen and easily fixable with editing. We left it on the video on purpose so you can feel comfortable with possible mistakes that it may happen during the filming and at the same time to show you how that can be used or edited in order to improve it.



For example, at minute 0:35', you will notice that Marco had some difficulties with the text. Even though we repeated the filming a couple of times in order to have enough good footage and clear explanations, it was decided to leave it so we can use it as an example.

This is natural and can happen several times if the narrator is following a script (what we strongly recommend), and especially if the language of the video is not the mother tongue of the narrator (can you tell?).

In such case you have **2 options**: to leave it as it is and embrace it or to film it again as many times as needed until the script is narrated correctly.



At minute 3:19 of the video, you may notice another mistake. In between takes, another member of the team put a sticker to the sweater of Marco (yes Olga it was you).

Since nobody else noticed, he kept filming like that. Only at the stage of final editing, it was noticed and decided to be left on this video, to show you that it's also possible to delete it during the editing stage.

Be natural and don't act

In our videos we did not have professional actors for the interviews, so we embraced ourselves and spoke the way we do in our daily lives. Marco over here is behaving very natural and this effect can give more trust to the viewers.

Our trainers did in the same way, embracing their accents (none is a native English speaker), presenting the narration on their own rhythm and according to their own personality.

We decided to make it in that way, since it can please different target groups. Maybe you will prefer the narration of one person instead of another, but other people might disagree with you based on personal preferences. Anyway, the important thing is really to keep it natural, as non-formal education should be. We all have flaws and we love them.

A side note on that... even being natural, for sure you will have to film your footage several times, since you will be following a script. But even so, you will adapt the script content to your own words and rhythm!

You can see in the tutorials on the specific methods that we decided to have a voice over for intro and outro to add the professional tone and coherence, so that can complement the natural side of the trainers or anyone that appears in the video.

6 key principles of preparation

1

Why & What

2

Structure
and
Storytelling

3

Script

4

Details

5

Who &
Where

6

Communication
with
participants

1. Why & What



Within this principle you should answer the following questions:

- Why do you want to shoot this video tutorial
- What is the topic that you want to focus on
- What is the message that you want to deliver

By answering these questions you will find the aim, subject and the target of your video tutorial.

2. Structure and Storytelling

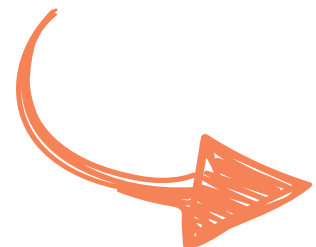
Prepare the following blocks:

- an introduction,
- the main content,
- an ending,
- a call to action.



3. Script

The best solution is to use your Training Session Outline. You can divide your script in 2 blocks:



1st block:

Description of the method

- Title of method
- A detailed description of the method
- Explanation of the method step-by-step

2nd block:

Session overview for the video team

Preparation

- What location(s) are used?
- How are they set up initially?
- What materials and infrastructure are required?
- What flipcharts, handouts or other resources will you use.

Implementation

- Minutes and timing
- Main blocks / elements
- Group set-up, locations, interactions, possible movement of people and movement of the camera
- Other observations that will be useful for the video team



4. Details

With this principle, you need to go deeper and identify all the details that will raise the quality of the video and let you have a good preparation. Some examples of details that you may identify or decisions you might need to take:

- Narrator or Voice over?
- Duration of the video?
- How much footage will you need?
- Preparation of a shot list (or storyboard) and step-by-step plan for the shooting



5. Who & Where

- WHO is gonna film; who is the trainer; who are the participants, etc
- WHERE: is it outside; is it inside; how is the venue
- When is also important, since you need to schedule everything in advance



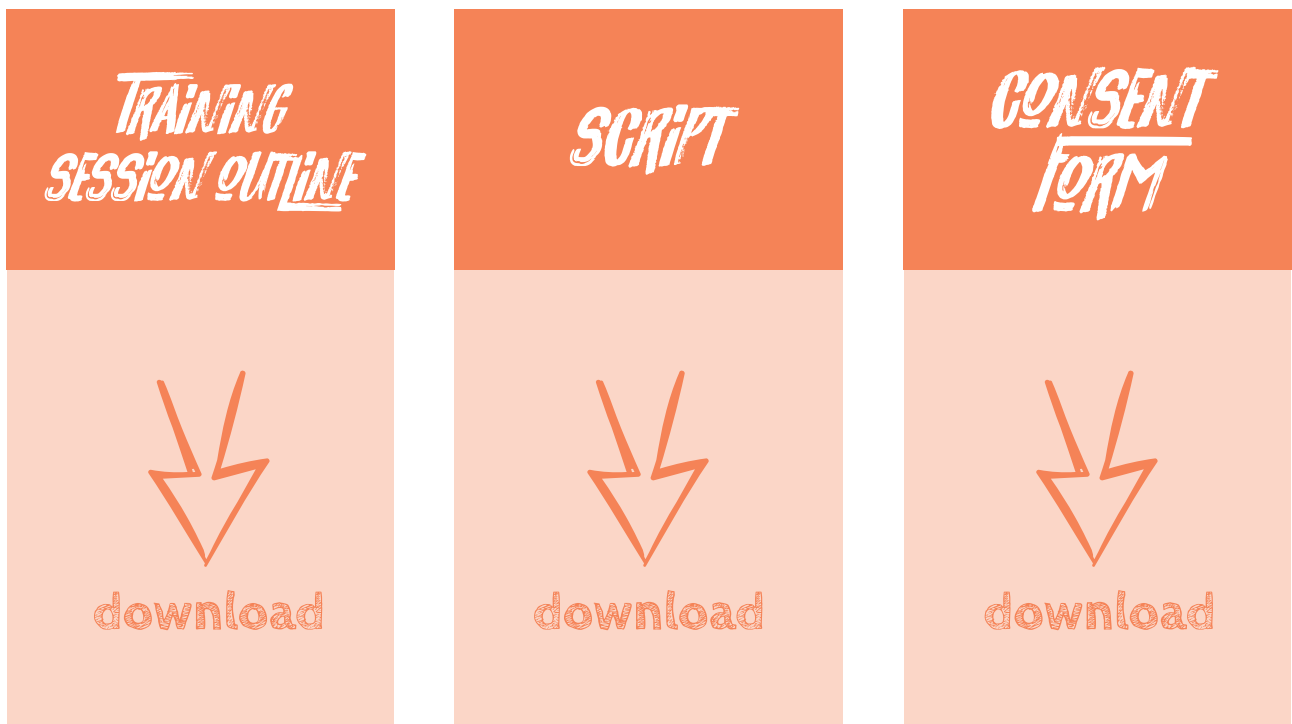
6. Communication with participants

It is important to take care of the participants since they will have an important role in the filming, being the “actors”. So, from the start have a clear communication with them and prepare:

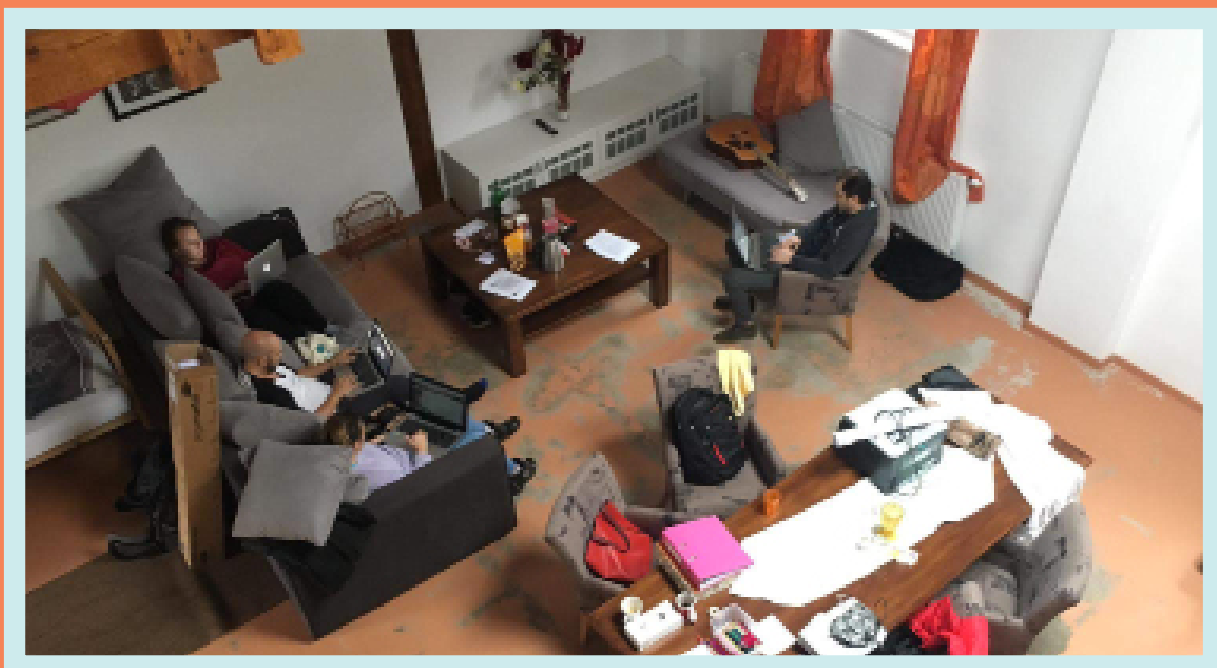
- Consent information
- Sign papers (consent forms)
- Explain the process (inform of anything important)

Templates - all the paper work

At the end of this chapter we want to go a step further on the support we can provide. Please find below different documents and templates, that we used in our project. Feel free to copy them and adapt to your own convenience and needs.



So if a picture says more than 1000 words, the preparation can look like this:



the silence before the storm, solo time ...



yes... you, your laptop, your team, your templates
and your dreams of production ...

Or like this, all heroes united!

Or support in small teams, getting
ready for shining and being fabulous:

We truly made use of
our different fields of
expertise to support each
other...



3.

Production: the invisible magic

"It takes a real magician to deal with the delicate art of organize all the step of a fine-tuned production"

Learn here some special tricks!



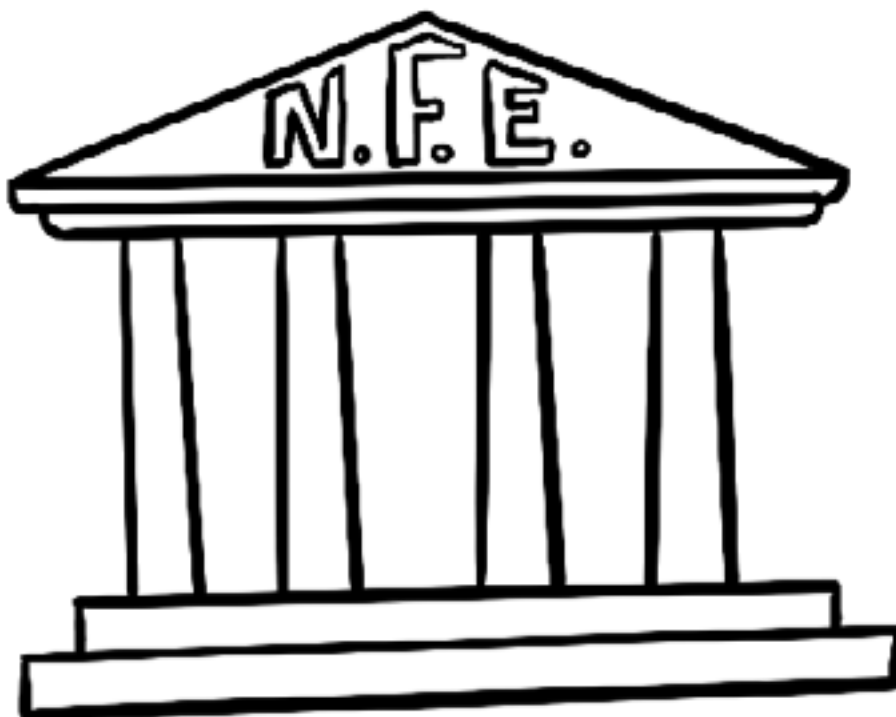
Backstage: Yes this was one of the hardest moments when Reinout realised he formatted the card before backing up the footage. Btw the natural reaction of someone from the team was taking a picture... hmmm

In this chapter, we will provide information on how to produce the video tutorials in non-formal education settings. You will find here:

- Video with lessons learnt from one of the video producers of our team
- Video Case - From idea to the final product
- Recommendation for the equipment and material to use

During the process of filming all video tutorials, we learnt valuable lessons which we would like to share with you, so you can prevent the same mistakes and take less time during your production process.

One of our video producers, Reinout Van Schie, talks about it on the following video, in the beautiful scenario in the city Utrecht in the Netherlands.



Lessons learnt from filming video tutorials with Reinout

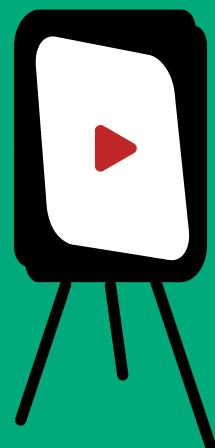
We hope you enjoyed the video and some of the key points described there!

Contact us on our [YouTube channel](#) if you have questions or want to share your own experience!

Here's the link to watch the video if you have a printed version of this manual:
<https://www.youtube.com/watch?v=q6djdNdBhMk>

Enjoy the show!

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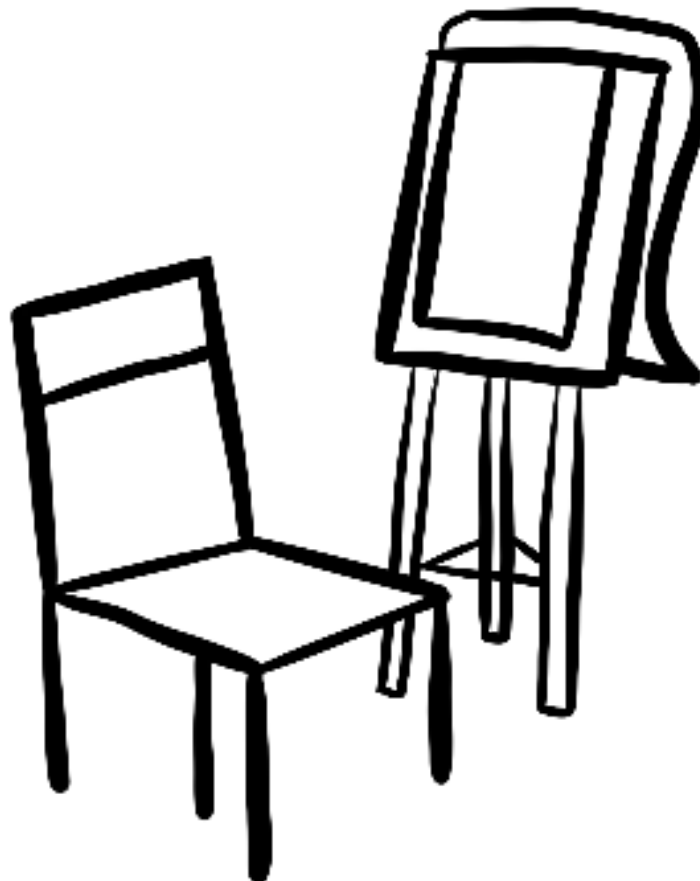
Lessons learnt from the video

Filming outside of a 'fixed set'

As you may have noticed, some things happened during the filming of this video. People passing on the background in kayak, a guy talking on the phone, a bell ringing, etc. That is part of the process when you film outside: many unexpected or unwanted things can happen. We left some things on purpose so you can see the process. Others were corrected and you do not see it on the final edition. Did you notice any other things that are good to mention and could be corrected?

Conclusion

As Reinout said he has years of experience in working on video producing and he still makes mistakes. We are all humans and will keep making mistakes, so don't worry about it. Also, this project was a unique experience that made us learn a lot by doing it and each situation and video tutorial that you will film will be one of a kind. You will find different venues, different people, different obstacles, etc. What matters is that you do it, learn from it and be proud of your final results.



The Room - "The conundrum of the orange carpet" and how it affects:

- the audio;
- the comfort of participants
- effect of the colour

Backup - "The dramatic formatting of essential data":

- backup methods
- everybody makes mistakes
- be ready to improvise - "The impossible reality of sticking to your original ideas."
- I. be prepared to throw all the planning away
- II. professionals prepare well but also know how to improvise

Be social - "The comfort level of other people with you"

- building rapport
- mutual support

Wrapping up - "The end of the shooting"

- thank to everybody
- have a proper ending





Personal checklist - "The things you will forget"

- stage fright
- check up on the things you can mess up

Backup - overview shot - "The bird point of view"

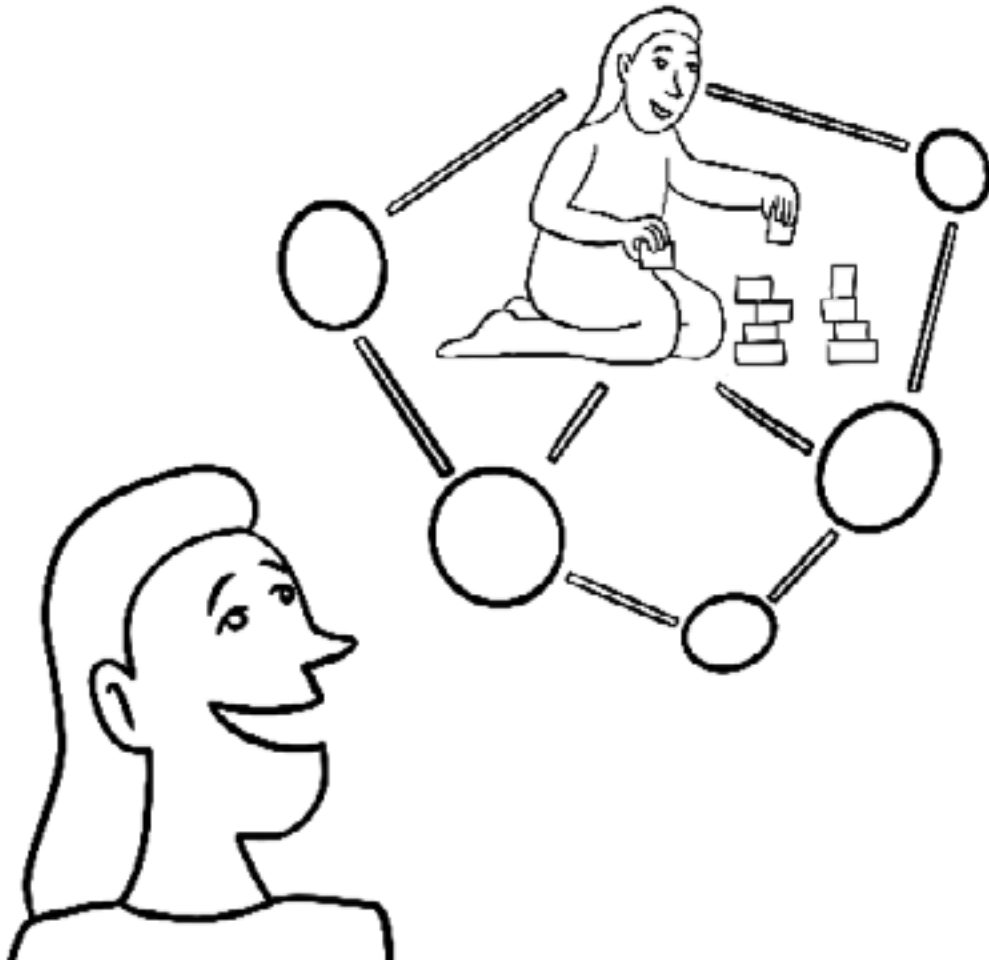
- number of cameras
- camera with overview shot
- the cameraman will be filmed

Aware flexibility - "The superpowers of a cameraman"

- be flexible as cameraman
- stable, secure and long shots
- be stable, be flexible, be patient

Dare with Slomo - "The power of playing with time"

- film with slow motion when possible
- emphasizing certain moments
- make longer shots



Credits: All the drawings and illustrations in this manual and on Youtrain videos are realized by Coline Robin!



FROM ZERO TO HERO: How did we make the video 'Mission Impossible' ?



So you just saw a great video of Reinout talking you through some lessons learnt, but would you like to see now how from an idea we came into action in making all those tutorials? Let's take one activity and make a study case from it!

All of our method videos were following similar pathways of production. There were 2 main things we were filming:

- The activity itself
- The interviews with a trainer

And then we had the editing process:

- Producing the draft
- Feedback
- Voice over
- Final product

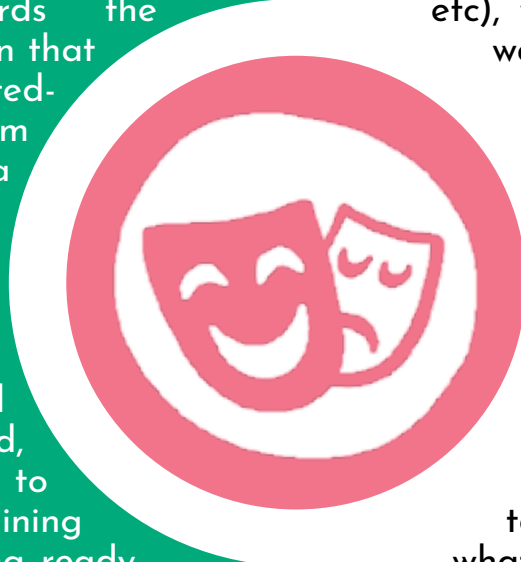
Filming the activity

For the activity to be filmed firstly the trainer responsible for it needed to make a Training Session Outline (TSO) and later the script. So there you go - take a moment to see the [TSO of the activity "Mission Impossible"](#), edit and the [script](#).

After this was delivered, the video team had a moment to read it, have a meeting with a trainer to explain how the activity looks like, trainer's expectations towards the tutorial and based on that the shot list was created- so the production team had an idea and a plan what to shoot, [see it here](#).

When the set was prepared and everything was settled, participants started to arrive into the training room we were waiting ready to roll.

Now remembering what Reinout was saying in his video: planning is one thing and very important to do it, but the readiness to act upon what is happening during filming and improvising is super valid to get great shots! Especially during educational training activity- you never know what participants will come up with! Happily during "Mission Impossible" all went well and we got enough footage to show what this activity is about. Nevertheless filming the activity was only one part of the whole production process of educational video tutorial we made.



Filming the interview

For the structure of our videos we decided to include footage from the training and the interview of a trainer explaining how to facilitate it. A crucial part of those interviews was to ensure that we would film them in a place where the sound and the image will be adequate. Take a look on our first interview set up attempts.

After some hours setting everything and using what we could find at the venue (mattresses, sheets, a lot of duct tape, etc), we admitted the fail. There was too much echo and the idea of filming the interview in kind of open spaces did not work. Next day (or night) we moved to a small room and it was much better.

For the interview itself it was important for the trainer to be prepared to tell a story of the activity: what is the method about, step by step, tips and tricks - whatever was needed to make it a tutorial. Here the producers were helpful in asking questions that you can [see in the script](#).

We totally needed to admit that as trainers we are used to speak in front of our participants, but camera is sometimes less friendlier.. It does not give you instant feedback of looking bored or annoyed.. We needed to get out of our comfort zone and just deal with how weird that was. Lots of lessons learnt and admitting that during the process it was getting easier after one or two interviews. Here it was helping that we had good relationship with our video team and the atmosphere was easy going and supportive.

Camerman 1 "stable Reinout



Small but still cozy and secure space for the interview



You Train
You Learn

Use every random thing you can find!



It takes more than 1 to tango!



Trainer in his role - ready. Cameraman: ready!



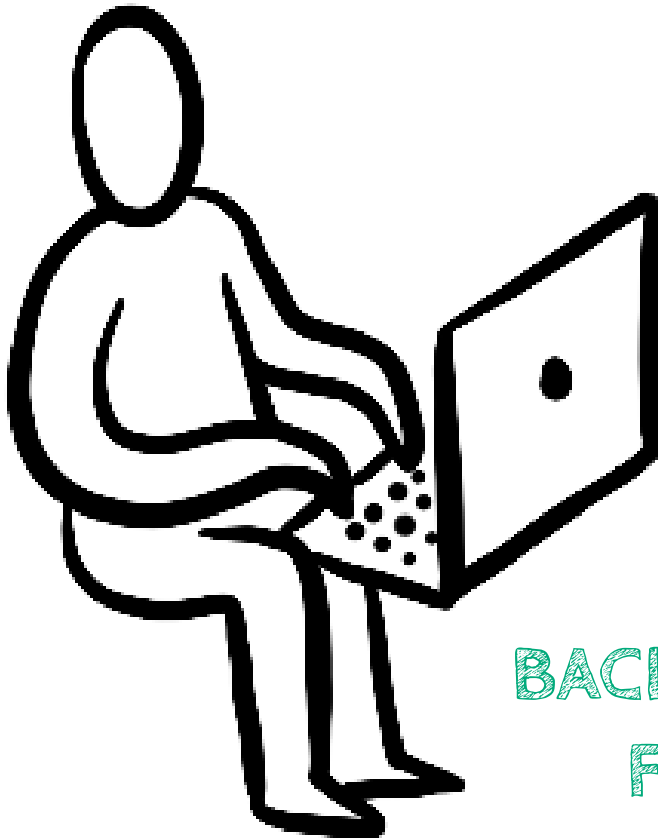
Get straight, you will look taller than you really are!



What to do with all the footage?

Although about the process of editing the video we will discuss in the next chapter, here we want to finish the story of “Mission Impossible”.

After having all the footage, please do not forget to back up.. You don't want to be in the Reinout situation!



**BACKUP ALL THE
FOOTAGE!**

Anyway after dealing with that (we just re-recorded) our video crew started putting things together and presented to us the first draft. Having this we started to collect important feedback from our team but as well from different target groups: trainers, youth workers, teachers, all interested in education that helped us to come with possible changes and improvements.

We got mostly quite positive and excited feedback, but we realised as well that there were many opinions and some things were not possible for us to change (that would need re-filming) but we could always add certain information to TSOs, using voice-over to tackle missing points or have as lessons learnt for next project. Nevertheless we share with you the [template for the feedback form](#) we were using that was quite helpful to collect feedback

and the [little feedback report](#) of the “Mission Impossible that we shared with the production team.

After the feedback, our producers had time to improve a few things and we decided as well, to add to all the videos voice overs to have coherence, similar style and different voice that would be introducing the trainer. So what did we needed to do? You are correct - we wrote script for it! [Check it here!](#)

Almost there, time to publish!

When the final product was ready (in between we were still communicating and feedbacking until everyone was happy - never forget about that!) it was time to publish it.

The video was given to our dissemination team and uploaded on our YouTube channel (that was already created), with a [proper description](#). We set the time for publication and made a huge storm on social media- as Mision Impossible was our first video. It was exciting to kick off with it!



Credits to Nerijus Kriauciusas for taking the photo and disseminating YouTrain videos during Appetiser Training Course



Credits to MarCus Vrečer for this nice moment of relaxing and learning!



Mission Impossible - The Video

Wait! We forgot the main thing... have you seen the video yet?

Uff that was a long story...

Lets just sum up the steps and we are done here !

Filming the activity

TSO → script → meeting with video crew → shot list → preparation of the set → main filming → always back up!

Here's the link to watch the video if you have a printed version of this manual:

https://www.youtube.com/watch?v=jTo_4D9Ghlw

Enjoy the
show!

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Filming the interview

Prepare the space → script based interview → back up !

All the footage

Producers prepare a draft → feedback process → improvements → voice over → final product → preparing description → posting on YouTube

Recommendations on equipment and materials

During one session of our training course “Method Lab” where we shot the video tutorials, we had an open discussion (it was really open, even open-minded one could say)...



The discussion was between the participants and the video producers from the team, to understand better what equipment to use when filming video tutorials, but also to get to know options of tools, software and other practical tips that can make the work easier.

Below you may find the resume of that session.

Tips for beginners

- Quality of the sound is the most important!
- Editing is important, to follow its rules
- Do not invest into expensive equipment at the very beginning, you could rent it and then see if you need it
- Create something short that people can understand

Songs and copyrights for non-profit purposes

- [Moby gratis](#) - free songs from the artist Moby for non-profit projects
- If you upload a video on YouTube that has music in the background, you will be contacted by YouTube team to ensure that you have the copyrights for use of the music.
- You may have some time/piece of music for free to use (15 to 30 second, depending on the national law)
- Use YouTube database with search filters for finding music with free copyright use
- [Soundcloud](#) - use filter such as "license free / free copyright"
- Get in touch with local artist to cooperate (they will support you with music and you can promote them as well)
- [Artist.io](#) - subscribe for sound library & unlimited access
- Classic music that it's older than 70 years old is free to use

Gear to use: basic kit

- **Cameras** - recommended **DSLR**
- **Variety of lenses**
- **Microphone** to attach to your camera
- **Tripod** and/or monopod
- **Clip-on microphones** - for interviews, voice overs
- **Gimbal** (stabilizer) - not mandatory. Most of the cameras already comes with stabilizer incorporated.

Software

- **Final Cut Pro** (apple product, single pay and you get all updates)
- **Adobe Premiere Pro** (monthly payment)
- **iMovie** (apple) good for beginners
- **Avid** - also have a free version
- **Da Vinci Resolve** (free version + your computer should be strong enough)
- **Techsoup** can provide discounts or free software for non-profit organisations.
- Use updated programs or else the software can be blocked
- Opinions from our team members regarding **pro or free software:**

I. Opinion 1 - start with the free versions and then invest with paid ones, program for beginners as they do not have too many options, but key combinations for editing (Reinout)

II. Opinion 2 - start with professional programs but using basic things (Marco)



Your PC should be fast enough if using pro software!

You filmed, and now what?

At this point you have already an idea of the process of filming, how to do it and what material you may use. You are also aware of our experience and mistakes we made so you can avoid them and make your filming process easier.

So now it comes to one of the trickiest parts of the filming process: the editing. In this chapter you will find:

- How our YouTrain team did it
- Our recommendation on how to learn video-editing
- Basic kit/steps to have in mind while editing
- Additional visuals in the videos - what are the possible options?

How the Youtrain team did it

Fortunately, we had in our team a diversity of expertise and competences that were combined to achieve the results you see in our videos produced. So the process was really a team work, involving different people from different countries, and thus dependent on online communication.

The process after filming everything was:

Reinout and Sijmen were in charge of editing the videos.

Marco did the graphic design used in the videos (for example, the transition slides and animations).

Coline did the illustrations needed to highlight some important aspects.

Between them they communicated regularly to ensure that nothing was missing, and of course, having some feedback from the other people involved in the project.

One of the key elements of this project and the editing process was the trust that all people and organisations deposited on the producing team, knowing that they were the ones with experience and expertise to deliver the final videos with high-quality.

Our recommendation on how to learn video-editing

As we are in a video tutorials producing project, there is no other way than to recommend video tutorials that could guide you through how to edit a video.

We mentioned already few softwares you could use, depending on which system you have or prefers

if you like apples...

iMovie

Difficulty: Beginner

Pros: It's a plug and play solution, intuitive, easy to use with few minutes invested in dallying with the basic functionalities.

Cons: It is limited in the final results you can achieve, expecially with color correction. This software comes as a free package with any apple product. It is good for beginners.

Find here few recommended by us tutorials



Final Cut Pro

Difficulty: Intermediate

Pros: It is an intuitive, yet powerfull, software, used also in the professional environment.

Cons: You will need to spend a couple of hours watching tutorial before to start mastering it.

This software is an apple product as well. It is great that it comes as a single pay and you get all the updates that follow. This one is a professional program that many major players use.

Find here few recommended by us tutorials:



if you like other fruits...

Adobe Premiere Pro

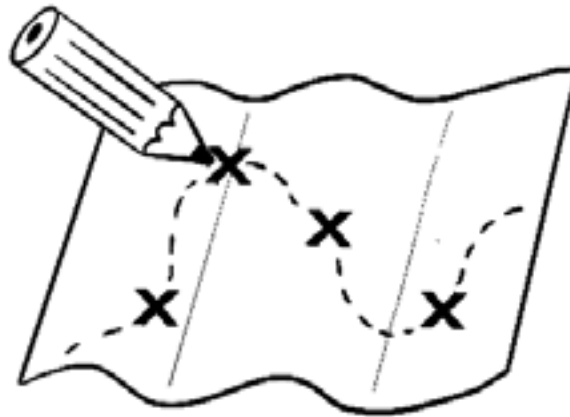
Difficulty: From Intermediate to Pro

Pro: It is a professional suite that lets you to deal with endless plugins, Photoshop and After Effect for a seamless digital video studio.

Cons: If you are a newbie I wouldn't start from that due to higher cost and the steep learning curve..

This software works both for PC users and Apple users. It is based on a monthly payment, so you can try it out and use it and pay just for the time you need it.

Find here a few tutorials recommended by us:



Basic road-map keep in mind while editing

Video editing is a high time-consuming activity for beginners, especially if you don't have yet a clear idea of what is the outcome you want to achieve. Because of that, it is important that you are able to visualize a rough idea of the video sequence.

It's very useful to sketch on paper your ideas and take notes.

Now, if like me (Marco), you have a huge amount of footage (because maybe you shoot a scene more than twice or you did it with multi-camera setup) the first step is to organize your workflow. Here is a road-map I always use to speed up the process.

- **Import the footage** in your editing software, including images, sounds and music
- **Sort the footage** on the timeline chronologically and by scene. If your software allows it you can also give different colors to each video to visualize better where they have to be fitted. I usually divide them in blocks accordingly to which scene they belong to. If you shoot in multi-camera the better would be have a different row on the timeline for each camera
- **Select the footage.** You should give a previous look to everything that is on your timeline now. After that you can proceed to eliminate all the videos that are not good enough, like shaky camera, out of focus images and bloopers. You can put footage that you're not sure you will use on a separate row in the timeline and hide it until you need it. Eventually I always need something I excluded before, but remember: **On the first selection just try to keep just the footage you need - Less is more**
- **Cut the footage** - You don't really need of the initial seconds of recording or the void video between one clip and the other. Get rid of that!
- **Set in the music** - If you want to use background music put it now, because it will help you to be more consistent and give an amazing rhythm to the video. Of course you should select a song that fits the mood and the speed of what is happening in the video.
- **Set in the voiceover** if you have, and cut it where you feel the narrator's voice is having a longer pause. It will help the listener to feel more comfortable in following the explanation and you will be able to deal better with the video montage.
- **Now** you should have a clearer idea of the **duration of your video**. I tell you that it is still too long! That's a tendency I always have during montage so, like me, **you should be always aware of the duration time of the video**, if you are not sure about inserting an extra clip, don't do it at all!
- **Go with the flow!** You can start now to deal with your clips and find the better disposition. Remember that you have to tell a story. Keep one eye on your **storyboard/screenplay** if you have or try to stick to your **production notes**. Remember that you are also allowed to make minor adjustments where needed. From time to time playback what you've done till that point and **evaluate** your work, if you're not really happy some sequences just change them. At the end you should have a pretty enjoyable rough edit.
- It's time to prepare and add the **title screens**. It's always good to divide main

scenes using a title screen helping the viewers to better understand your message. You can do it directly in your software or use image editing software or even using animation software like After Effect.

- **Add the text-over** on your clips, if you need to highlight some basic concept or to present the speaker/trainer. Don't over do with magnificent graphics or complex animations, this is just text used to reinforce the keywords or some specific concept, it shouldn't be distracting for the viewer.
- **Now look back to what you've done!** You almost made it! If you are a perfectionist and feel you need to adjust something or put an extra clip, that's the right time to do it, now I allow you!
- **Aren't you missing something?** It's time to have fun with **transitions** from one cut to another, but please, keep it simple, we don't want it to look like a video back from early 2000's, do we?
- **The sweetest part.** Color correction and color grading. This is an art you will master with the experience, still for me it's the most enjoyable part of a video editing.
- **Congratulation!** You are done! Now you can relax and drink a fresh healthy juice to celebrate...
- **Wait, no!** You need to **export** your masterpiece! This can be a hassle sometimes, but for the use we intend to have the video, my advice is to use pre-sets from your editing software. I suggest to go for a YouTube-ready preset in **mp4 format**. You can choose between Full HD export (1920x1080 also known as 1080p) or 2K export (2560x1440 also known as 1440p). It really depends on the quality and size you want for your video, usually 1080p is good enough in most of the situations.

Other advices:

Always save your work and be sure auto-save is on! Repeat after me: "I must not forget to save the project every 10 minutes" - This should be your most important editing mantra!

Remember also this key combination: **CTRL-S or CMD-S** if you use Mac (Apple product). Sooner or later this will save your entire work, your life and possibly the future of the entire human race including the whole universe! It's free, use it as much as you can.

Rest your eyes from time to time, take a walk or just some fresh air out of the window. Keep yourself hydrated. A lucid mind after hours of editing is your swiss army knife to speed up the process.

5.

Lessons learnt and last words from the Youtrain team

1 tip or lessons learnt from each person of the team, from trainers to graphic facilitators and video producers.



“Having fun with your team-mates is the first ingredient for a successful result. Working in harmony makes all the difference” - Backstage picture of a happy team

Olga Kuczynska, trainer.

The most important thing I learnt during the whole process is how challenging it is to translate from my trainers perspective how the activity should look like into the language of a video.. The tip I have is: prepare yourself and be simple! Even the obvious things for you may not be obvious for the people that watch the video and want to learn from it. Make sure your script is well written with an easy-going language and have in mind the most important things you want to transmit with the video.

Giorgi Aronia, trainer.

Since you already are or would like to become a non-formal education practitioner of any sort, then you probably believe in lifelong learning and even if you have never produced a video tutorial, I am sure that you will eventually learn enough to be able to make one or even two and who knows you might even produce whole three video tutorials without realizing it even. All you need is to start from the trust in yourself and your team that you can do it. If you know or invent a method that we all should know about, there is no better way than showing it through a video (except participating in it of course).

Sérgio Gonçalves, trainer.

I learnt several things during this project, but the main one is that having a good team, with open communication, trust and ability to tackle sensitive topics is a key element in the success of any project. During the entire project we were able to be open about our feelings, about the overload of work (yep, it happened), about things we did not like, etc. Even being tough sometimes, it was clear that we all had a sense of what we wanted to achieve and worked together for that. So, my recommendation is for you to surround yourself with people that will support each other, even with flaws, mistakes and obstacles.

Marco Politano, multimedia producer

- *Little short list to print and tape on your laptop - The 10 Golden Rules:*
- *Planning, planning, planning*
- *Foresee any problem that could step on your path*
- *Have a couple of backup plan: Murphy's Law it's a real thing*
- *-ime is your worst enemy: use it wisely*
- *Be ready to clean your errors and distractions in post production*
- *Don't be perfectionist or you will drown*
- *Bring more stuff and equipment than needed, because you will need it eventually*
- *You never know what can happen so keep your eyes open*
- *Keep everything organized ... as much as possible*
- *Keep the communication with team members alive and sparkling: this will lead in a pleasant experience and will fasten your work way more than you can expect*

Coline Robin, illustrator / graphic facilitator

I learnt that more than ever, when you work in a big team, drawing is not a decoration but it can become an efficient and aligning way of communicating. As we started to plan video tutorials which involved more illustrations, I drew simple storyboards to understand better the flow of the video. They ended up being really helpful for the whole team from the editors to the animator. They served as a basis for conversation to share our different views on the video and also as a reminder of our collective agreements. Never underestimate the power of a simple drawing!

MarCus Vreecer, trainer

To bring in an additional perspective, as coordinator of the project I was of course also concerned that our processes and workflow in the video production are efficient, and that our products meet the real needs and preferences of our target groups. What I consider useful when developing and producing several videos of a similar set or series (like we did in YouTrain) is the following approach:

- Prototype and experiment first, do not go straight into producing your final videos but play around and produce possible prototypes first (at least one, better several different ones)
- Collect as much relevant feedback on your different prototypes as possible
- Based on the feedback and lessons learnt from the prototypes, produce one clear template (aka ideal prototype) for all further videos to be produced. In general, as much as possible, use templates and standardized processes.
- Make sure your template (ideal prototype) is “waterproof” and does not need modifications at a later stage of the production. To introduce global changes when you have already produced a set of videos (“let’s just change the overall intro”, “let’s just use another font”) is costly (time, money, motivation) to implement.
- Based on your template, produce your set of videos. Make sure the scripts for the videos are peer reviewed. Once produced your set of videos, go for hard feedback from the potential target groups again. Better to get hard feedback and learn at this stage, then after final publication!
- Analyse and implement the feedback and use again peer review to produce the final videos.
- Have a clear plan for dissemination beforehand and go public loudly and proudly. What’s the use of a perfect product when the target group does not know about it :-)

Sijmen Tenwolde, filmmaker

As a filmmaker, working with professional trainers on non-formal education has been a great experience and a fantastic journey into their world. What I learned from these guys is how to manage a big project like this, where a lot of stakeholders are involved and a lot of content is to be produced. The project management, coordination and collaboration was managed really well and I'm impressed by how we rolled.

For me it was new to work in a big team like this. I'm used to much smaller projects where I produce just one or several videos in a couple of days. To work on a project for almost a year is something different and I have to say that I underestimated that a bit. The good news: next time I'll be prepared. My lesson learned is that you should not underestimate the amount of work when it comes to producing a bunch of (partly theoretical) video tutorials. Best of all though, being part of a solid team for such a long time really creates a special bond that I've never had before with partners in a project.

Reinout van Schie, filmmaker

For me personally, I really loved making the videos. It's such a rush to be part of a team for an entire week and really work through the whole project together, from concept/inception all the way through to the final cut. You laugh, cry, stress and relax together, and really feel the sense of accomplishment and pride you share.

Which doesn't mean these experiences are simply a walk in the park, as stress, troubles, even momentary panic is often part of the experience. At Method Lab I also experienced these emotions personally, but thankfully always found a way out, thanks in large part to the incredible team surrounding me.

The lesson I again learned was that you shouldn't cramp up and lean into the stress when things turn sour. Before you know it, the high-energy/stress-mode becomes your default setting, and you work yourself through the days like a Tasmanian devil on steroids. This is not ideal.

Always be mindful of yourself, how you feel and how you experience the shoot, and accept feedback and help from colleagues/teammembers. Even in the most stressful situations, it still is possible to take a breath, collect yourself and work the issues in a calm way. Being calm can work just as contagiously as stress, and it often can lead to a serious increase in your appreciation and enjoyment of the work, as I experienced again during this shoot. Together we always found solutions to issues that at first seemed insurmountable, and the more I trusted myself and my team in finding solutions, the more I started to relax and really enjoy the experience for what it was; Unique, Inspiring, and Utterly worthwhile!

Snežana Bačlija Knoch, trainer

One thing I learnt during this process is that the camera is somehow like a person you just met, but would really like to impress. They seem a bit awkward at first and, at times, even unforgiving. They are making you nervous and seem to be focusing on your imperfections and refusing to recognise the best you have to offer.

But if you trust them, approach them with curiosity and openness, that camera (and the person(s) behind it) can become your best friends. Allowing you to express yourself, to communicate your message to the world and even capture your passion and inner-drive!

And what more can you ask for from that person you just met?! What I am trying to say, I suppose, is that if you have an idea, if you have that drive and motivation, trust the camera and be ready to 'infect' the world with your ideas!

Jan Lai, trainer

This project has been a great chance for me to learn, of course, lots of tech tips on video making (and planning before), but the most precious lessons learnt are two and both about myself.

First of all I've learnt that I need to be more aware of my limits (the time I can invest in a new adventure, the competences I think I might have or not, even my physical limits). Unless you are some sort of X-man, relying on a trustworthy team is an irreplaceable asset. Then I learnt that I should never underestimate my "acting" skills.

When you are taking one, two, three, n times the same scene you start to believe that you'll never be able to make a decent video appearance and then, after all the shooting and editing, in the end, here comes the surprise: you are not that bad! And this goes to prove that everybody can do great videos. It just take hard work, teamwork and dedication.

So in the end our video project reinforces the idea that great results are there for everyone. Aim big and work hard and you might just reach them!



Your turn

So, now that you know our process during this project and we shared our experience, you may be thinking: “How these people expect me to make video tutorials when I do not have a big team neither the resources they had?”

Try out!

Well... the good news is that you can make it anyway :-)

Yes we had a big team with different competences and the support of the Erasmus+ program regarding funding, but the purpose of this project was also to be able to deliver publications and resources that can inspire others.

Don't worry if you think that you don't have all what it takes, because in fact you do! Even if it's just with a smartphone, try out to record some sessions. Big part of our project was to develop resources for the preparation for filming: for this you have all needed templates so you can try already!

The important thing is to start somewhere, to give the first step and learn slowly by doing it. You start filming with a smartphone and play a bit with editing with a free software. Share with some friends and get feedback. Maybe other people will join you and support you in making other videos.

Next time you will facilitate or participate in a training session, make that challenge to yourself and to others. Challenge everybody to try to film the session and why not to include that as learning outcomes from that training?

Maybe somebody in the group has already some experience in filming or editing.

Maybe somebody has experience in writing narratives or scripts. Maybe somebody has some drawing skills that can be used to make some illustrations. Just ask!

Support

As we described above, you may find support in other people.

You only have to ask and check different competences of friends, colleagues, participants and other people that may be close to you. If you try to film and present it to people to obtain feedback, other people may join and provide you more support.

Maybe even you will find ways to be funded or to have a sponsor.

Besides that, you may find support in other channels:

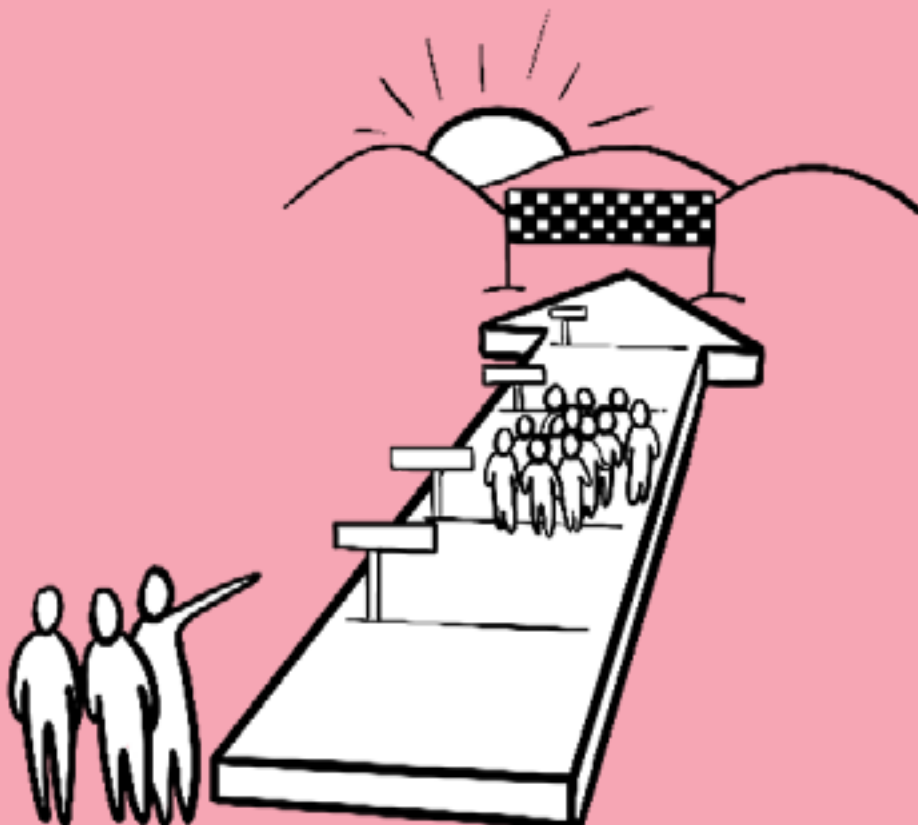
[Our Facebook group!](#)

feel free to post your videos there - it is a learning space and great community to start with.

Contact us by email: youtrain.videoproject@gmail.com

[Our YouTube channel](#), on the comments section...

We are glad to answer your questions and to support you further in creating your own video tutorials. If you have other ideas of possible support groups, channels or even materials that can be used, please also contact us or post it in the channels and groups mentioned above.



Not the end

This is not the end... well in fact it is the end of this video manual. But not the end for us, since we intend to continue to work and create more video tutorials and maybe other educational products (yes, we have some new ideas). For sure you will have more news from the YouTrain team. Stay tuned!

We are grateful!

Thank you so much for all the support that we received during this project!

There were so many more people involved besides our team, so it is more than justified to thank you/them all.

Thank you to the participants of our Method Lab training course. Without you the project would not have been possible.

Thank you to the hundreds of people that provided feedback on our videos and helped us to improve them.

Thank you to the people that continued to encourage us during the process by providing empowerment and kind words.

Thank you to all our viewers and subscribers on our YouTube channel, whoever you are (8.000 ... and keeps growing!)

Thank you to the members of our Facebook group who are a supportive community and share their own videos.

Thank you to the friends and family members that supported our team and now understand better what is our work (we hope).

Thank you to all the haters and trolls, for pushing us and bringing our team together into focusing on what was the most important: team cooperation, transparency, care, happiness and passion for what we do.

And, let's drop the modesty and be honest: we also want to thank ourselves!!





Now it's your turn, but you are not alone! :)
And remember:

You Train, You Learn!



Co-funded by the
Erasmus+ Programme
of the European Union

Disclaimer:

This video manual was created in the frame of the project "YouTrain" (funded with the support of the Erasmus+ of the European Union, through Key Action 2 - Strategic Partnership in the Field of Youth). The opinions expressed in this publication belong to its authors and do not necessarily reflect the position of the European Commission.