

## Lesson Note – Video Presentations

### About Video Presentations

There are two types video presentations: live and pre-recorded. **Live video presentations** are when you deliver a presentation through online conferencing, like a zoom call. **Pre-recorded video presentations** are when you prepare a video, and then people can watch it later. YouTube videos are a common example of pre-recorded video presentations.

There are also two major types of pre-recorded video presentations: live action videos and animation videos. **Live action videos** are when real people are in the video explaining things and doing things. **Animation videos** are when cartoon drawings or animations are used instead of real people.

Which type of video should you use? You should use live action videos if you want to make the video and message more personal because people can see your face and emotions. Animation videos are usually better for explaining things.

### Live Video Presentations

Due to COVID-19, live video presentations and video meetings have become extremely common. It's very important to have a good first impression, and you can do that by having a good setup.

Let's talk about how to look better on a video call. The tips come from this [video](#).

#### Tip 1: Find Good Lighting

The best lighting is soft natural light directly in front of your face. For example, you might sit in front of a window when the sun is out. But also make sure the light isn't too strong because then it'll be uncomfortable.

We don't always have meetings when the sun is just right though, so let's talk about the next best option: artificial light directly in front of your face. A good way to get this is to simply use a lamp in front of your face.

Do not have the light behind you, above you, or beside you. That will cast a lot of shadow on your face. Also don't have the light between you and the webcam. If you do that, all we can see is the light, and we won't be able to see your face clearly.

#### Tip 2: Find the best camera angle

The worst angle is from below. It just makes your face look bad. The best angle is from slightly above. That makes you tilt your head up, and it makes your eyes open wider because you're looking slightly up to see the camera.

How can you set up your camera to be higher? An easy way is to put something under your laptop.



In the picture above, you can see the person put a small box under her laptop to make it higher. You want the camera to just be slightly above your eye level.

You'll also want to sit a bit further away from the computer so that the camera shows your head and a bit below the shoulders.

#### Tip 3: Keep your background neat and tidy

People will make judgements about you based on your background. If your background is neat and tidy, they will feel that you are a neat and tidy person. If your background is messy, they will feel that you're a messy person.

#### Tip 4: Look directly into the camera instead of at your screen

This is the best way to connect with the people watching you. When you look directly in the camera, the people watching you feel like you're looking at them, and they can't help but pay attention. If you look elsewhere, it looks like you are not looking at them, and they will naturally feel disengaged.

## Live Action Videos

When making a live-action video, there's two stages: recording the video and then editing the video. When recording the video, you should record yourself multiple times from different camera angles. Having multiple camera angles will make your video more exciting and interesting to watch.

To edit the video, you can use software like the Video Editor application on Windows computers, iMovie on Mac computers, or free software from the Internet like OpenShot Video Editor. Here is a good tutorial on how to use OpenShot Video Editor:

[https://www.youtube.com/watch?v=TeKRsmO\\_6Rw&ab\\_channel=bai](https://www.youtube.com/watch?v=TeKRsmO_6Rw&ab_channel=bai)

When editing your live action video, you should follow these tips:

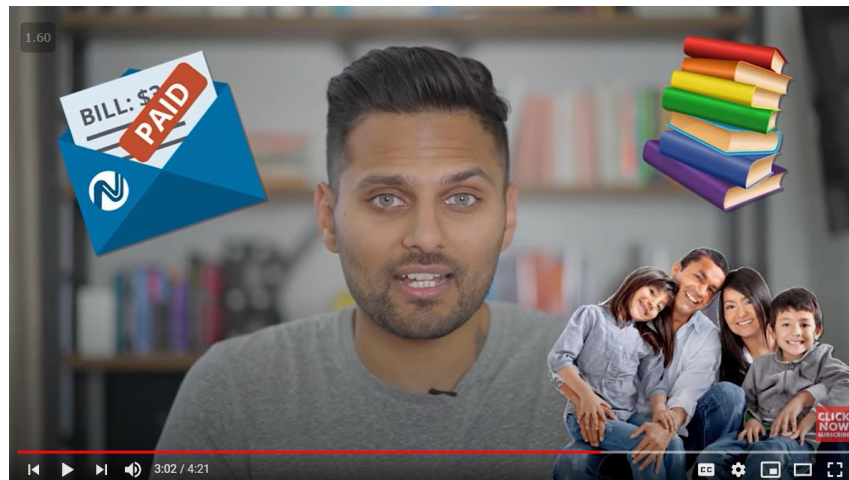
1. Insert section headings
2. Cut out mistakes or fillers
3. Change between different camera angles
4. Add music
5. Add images pop ups

Watch this video for an example of a good live action video:

[https://www.youtube.com/watch?v=KawmQoILaUM&list=PLb0C\\_I-k2Ph\\_wqoTZU2tLJdUQkJehLAZI&index=4&ab\\_channel=JayShetty](https://www.youtube.com/watch?v=KawmQoILaUM&list=PLb0C_I-k2Ph_wqoTZU2tLJdUQkJehLAZI&index=4&ab_channel=JayShetty)

Notices how the video has

- An intro section with intro music and an end section with end music
- Soft music throughout the whole video
- Image pop-ups with sound effects (see picture below)



The video also has no “ums” and “ahs” because he edited those out. He did a great job with the editing, so you don’t notice the cuts unless you pay careful attention. For example, at 3:08, he cuts the video mid-sentence. Although he didn’t have multiple camera angles, it’s okay because he inserted image pop-ups. If he didn’t insert image pop-ups, then his video should have multiple camera angles.

## Animation Videos

Making an animation video requires software. Common ones include Powtoon, Animaker, and Laihua. They are free, and they have lots of templates. Making an animation video is kind of like making a PPT presentation. Some people really enjoy it, while others prefer to record a live action video.

When making your animation video, follow consider tips

1. Have sections
2. Have background music
3. Have images pop up with sound effects
4. Have your voice narrating the script
5. Have smooth animations
6. Pick a nice design

Watch this video for a good example of an animation video:

[https://www.youtube.com/watch?v=mNBmG24djoY&t=3s&ab\\_channel=MedSchoolInsiders](https://www.youtube.com/watch?v=mNBmG24djoY&t=3s&ab_channel=MedSchoolInsiders)

Notice how the video has

- An intro with intro music
- Section headings
- His voice narrating the script

The best way for you to learn about animation videos is to try making one yourself! Powtoon is great if you are in America. If you are in Asia, Animaker and Laihua will be smoother:

1. <https://www.powtoon.com/>
2. <https://www.animaker.com/>
3. <https://www.laihua.com/>

Here is a video for instructions and advice on how to use Powtoon:

[https://www.youtube.com/watch?v=IEQiZQi-aGY&ab\\_channel=JenJonson](https://www.youtube.com/watch?v=IEQiZQi-aGY&ab_channel=JenJonson)

## Assignment 5

Go download the assignment 5 instructions on the Unit 5 page. For this assignment, you get to choose between making a pre-recorded live action video or an animation video.

## Check Your Understanding Questions:

1. What's the different between live video presentations and live action videos?
2. Give some advice for doing live video presentations.
3. Give some advice for making live action videos.
4. Give some advice for making animation videos.