

# Community Media Skills Development

Module 1 – Audio Visual

## Community Media Skills Development Resources

Module 1 – Audio Visual



# HACKS

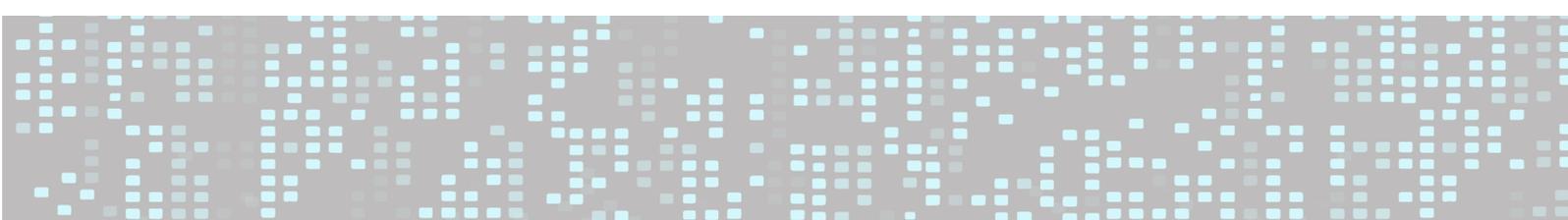
Harnessing the Power of Community Media  
to Combat Disinformation

## Introduction

In this module, you will be introduced to audio-visual content and how it is used both to spread and fight 'fake news'. You will learn about the process of creating audio-visual content: from the very first stage of pre-production, which involves all of the necessary steps to plan the production of the video, to the last stage of post-production. Each topic is supported by video content explaining the practical aspects that you can follow along to practice the creation of audio-visual content.

In this module, you will learn the following:

Learning Outcomes		
Knowledge	Skills	Attitudes
<ul style="list-style-type: none"> <li>● Basic knowledge of audio-visual production techniques</li> <li>● Basic knowledge of the types of tools used for filming</li> <li>● Factual knowledge of the existing open-source software, such as OpenShot, to create and edit audio-visual content</li> <li>● Basic knowledge of how to use smartphones and tablets to create and edit audio-visual content</li> <li>● Knowledge of the basic features of open-source software to edit audio-visual content</li> </ul>	<ul style="list-style-type: none"> <li>● Produce audio-visual content using minimal resources</li> <li>● Operate video-capturing tools</li> <li>● Create high-quality and engaging videos using basic production techniques</li> <li>● Edit videos using opensource software</li> <li>● Choose the most adequate programme to produce and edit videos</li> </ul>	<ul style="list-style-type: none"> <li>● Become aware of the role of audio-visual content in transmitting a message</li> <li>● Use audio-visual content to effectively transmit a message</li> <li>● Use audio-visual content to reach a purpose and an audience</li> <li>● Share their message through creative means</li> </ul>



## 1. Using Audio-Visual Content as News

In the past years, social media has increasingly become one of the most popular platforms for news (Nic Newman, 2021). Among the content posted to social media, **video news** has been proven to engage people a lot better than written content. This isn't surprising, given that "the human brain processes images 60,000 times faster than text, and 90 per cent of information transmitted to the brain is visual" (Eisenberg, 2014).

Users have said that video news is easier to follow. They can watch it on the go, and it doesn't require their full attention, so they can do something else while consuming them.

News channels online keep growing, with even reputable newspapers creating an online presence. Besides official news sources, **user-created content** has also been widely consumed, especially by younger audiences, but also by older adults. Platforms such as YouTube and TikTok are at the forefront of online video news. Facebook, for example, also allows you to share video news in both [pre-produced video](#) and [live](#) format.

Additionally, video content has the benefit of allowing a deeper connection with the audience. The components of a video, such as the music or the images you choose, can influence the receiver to feel or think a certain way. This can be used in a positive way, but it also makes video news especially effective as a means of **propaganda** or **disinformation**.

Despite this, there are users and channels dedicated to fighting fake news and providing reliable content. The so-called [myth busters](#), for example, focus on debunking fake information with facts, and they get a strong online presence easily thanks to the audience's interest. But this is just one of the many ways of using videos as a means of informing others. Users can create any type of audio-visual content and share it online; videos reporting news, commenting on recent news or historical facts, explainer videos, and even documentaries, are usually popular with the audience.

These videos can be created by anyone, not just professionals. Nowadays, it's possible to have user-created content with high quality without the use of professional tools. Also known as **smartphone videography**, or **mobile videography**, the act of using a phone camera to record professional looking videos is becoming more popular. The evolution of

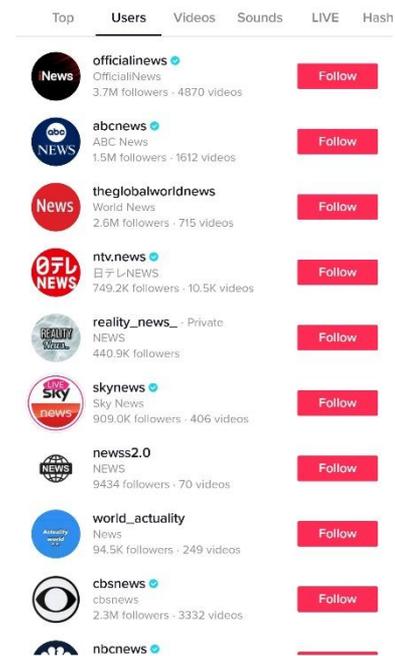
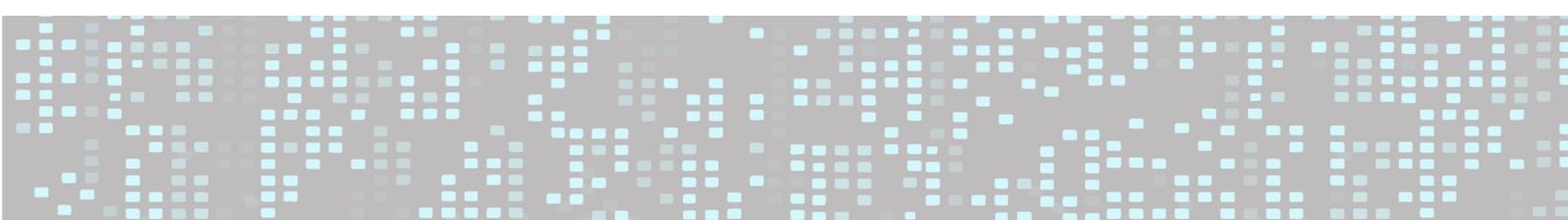
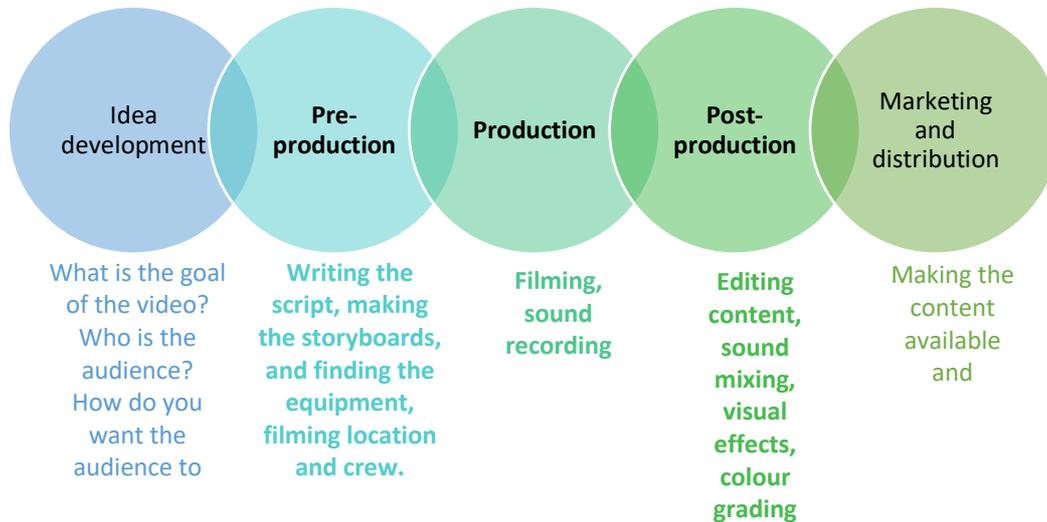


Image 1. News channels on TikTok



technology has made it possible to have good smartphone cameras, as well as countless free apps to capture and edit video.

The process of developing videos, however, remains the same. It comprises three main phases: **pre-production, production, and post-production**, plus the phase of **idea development**, and the **marketing and distribution** phase.



Film Production Stages	
Description:	Video on the stages of creating a video
Link:	<a href="https://www.youtube.com/watch?v=e5EoMcoUI2Q">https://www.youtube.com/watch?v=e5EoMcoUI2Q</a>

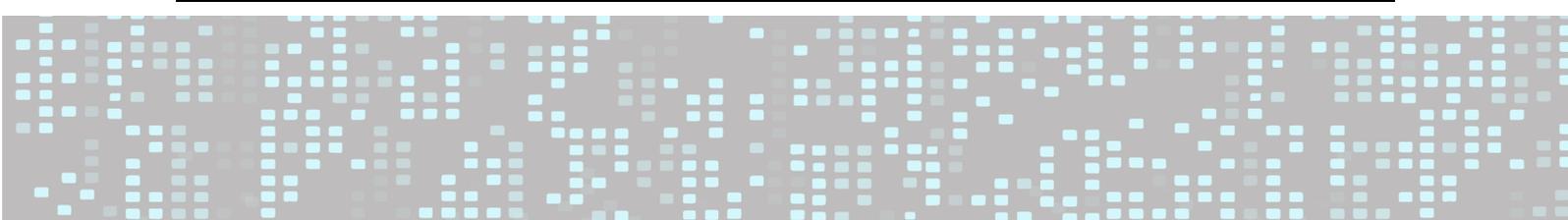
## 2. Pre-Production

**Pre-production** is the initial phase of video creation. During this stage, you will prepare the production of the video and take care of all the details that will guarantee a smooth development of the next phases. In the pre-production phase, you need to plan the script, the locations, the tools, and resources that you will need, create a shooting schedule, etc. Don't forget any detail, as the better you plan, the easier it will be for you later on.



### Writing the Script

Writing the video script is one of the first steps when you are planning on creating a video. When doing this think about your audience. You are writing for them. Should you be more casual or more formal? Would some humour make it more appealing for them? Will the video have different characters, a narrator, or will it just be you talking to the camera?



This is the best time to make these decisions. You can see an example of a video script template below.

	Visual	Audio
	In this column, insert everything that will be shown visually: frames, scenery, characters, camera movements, subtitles, animations, cuts, transitions.	In this column, write down in detail all the sound elements to be inserted in the video: music tracks, narration, dialogues, sound effects, etc.
1		
2		
3		
4		
5		
6		



### Choosing the filming location(s)

Another to think about is where you will film the video. You can record the whole video in the same location or choose different ones. Keep in mind that natural lighting will most of the times give a more professional look to your video, so, if you are not able to film outside, look for a source of natural light inside.



### Creating a production/shooting schedule

Developing a schedule means assigning deadlines for all stages and processes of the filming phase. Important information to include is the tasks, description explaining the task, duration, start date, and end date.



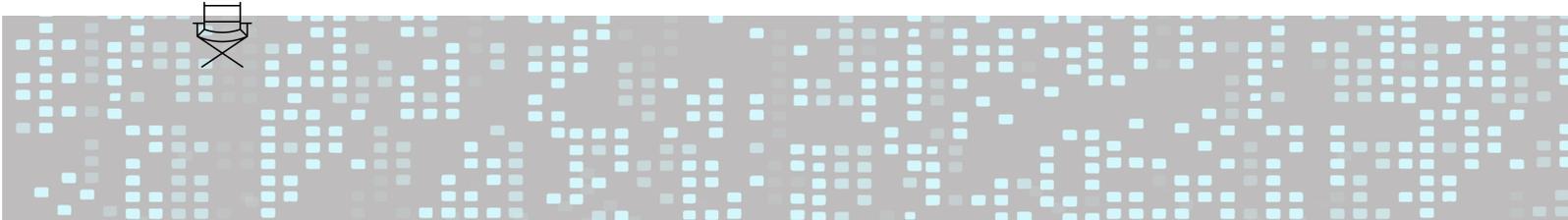
### Tools

In the pre-production phase, you need to think about the tools you will be using. Will you need a professional camera, or is a smartphone enough? A tripod or some lights? Taking care of this now will make your job a lot easier when it's time to shoot.



### Casting and staff

Sometimes audio-visual production can be a one-person job, other times you will need a helping hand, be it by having some people supporting you with shooting or editing, for example, or actors.



## Storyboarding

A [storyboard](#) is a sequence of drawings frame by frame that outlines the scenes for a video. This allows you to have a visual representation of what the video will be like.

Title: \_\_\_\_\_

Scene:	Location:	Scene:	Location:	Scene:	Location:
Shot:	Duration:	Shot:	Duration:	Shot:	Duration:

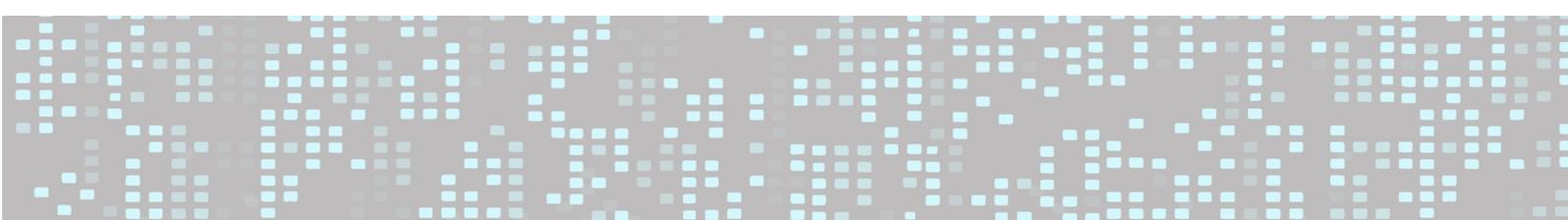
Film Pre-Production Checklist	
Description:	Video about aspects to consider during pre-production
Link:	<a href="https://www.youtube.com/watch?v=s7J96K3wXD4">https://www.youtube.com/watch?v=s7J96K3wXD4</a>

### 3. Production

Once the preparation phase is over, it's time to put the camera to work. This stage is where the video is captured and the story begins to come to life. Below, we will learn about recording a video with a smartphone.

#### Setting up the camera

Most of today's smartphones have two cameras, but usually, the rear camera has better image quality compared to the front one. There are some options when recording videos, such as resolution. HD (1280 x 720 pixels) or Full HD (1920 x 1080 pixels) will bring better results.



### **Framing the image**

It's essential to properly frame the scenes in your video if you want it to seem professional. For example, if you're planning on chatting to the camera, it's best to keep the smartphone with the lens at eye level. If you want a more cinematographic result, it's worth it to study some angles before you start recording.

### **Orientation**

Choose the orientation according to where you want to publish the video. If you want the video to be seen on traditional screens, like TVs or computers, record it horizontally. If you are going for phone screens or apps like TikTok or Instagram, recording the video vertically will have a better outcome.

### **The Rule of Thirds**

The Rule of Thirds is a type of composition where important elements of a photograph are placed along a 3x3 grid, which equally divides the image into nine parts. These lines serve as a guide to place the focus of interest, which should be at the intersection of the lines that divide the frame.

### **Capturing the audio**

Audio plays an important role when it comes to the overall video quality and engaging the audience. You can use the phone mic or external microphones. The latter can give you higher-quality audio, but if you don't have access to an external mic, you can also use the one that comes with your phone. Take some precautions, such as avoiding blocking the mic, not staying too far away from the sound source, and avoiding echo.

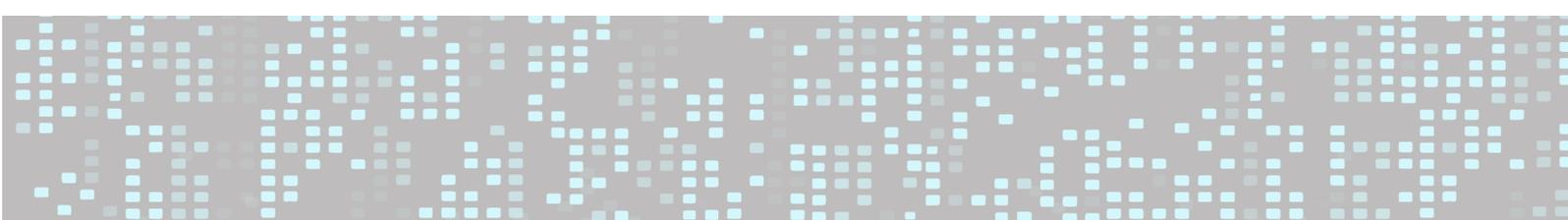
### **Lighting**

A very important factor in video is lighting. Mobile phone cameras are very small and so can't capture all the light needed to get a quality image indoors. However, if you put a lamp directed at you, you will have too much light, which will make the lighting in your video look unpleasant. Another option that is also very good is ring lights.

How to Shoot a Cinematic Video with a Smartphone	
Description:	Video with tips to record a high quality video on a smartphone
Link:	<a href="https://www.youtube.com/watch?v=oemzKPodjLY">https://www.youtube.com/watch?v=oemzKPodjLY</a>

## **4. Post-production**

Post-production is the process of editing and finalizing the video. The main steps are: video and sound editing, colour correction, and visual effects.



When it comes to video news, one of the most important things to keep in mind when editing the videos is to be truthful to the facts. Do not edit the content in a way that will change its veracity, like adding VX effects or making cuts that take the content from the context or change its meaning.

### Video and Sound Editing

Video editing, also known as montage, is made from the insertion of the scenes into a narrative. The best takes are selected during video editing, and the excess ones are excluded from the final video. Fine adjustments of cuts are made.

There are many apps that allow even the most inexperienced user to edit a video. When using a computer, tools such as PowToon (online, with the possibility of using templates, pre-made sounds, images, and videos) or OpenShot (downloadable software, video is made from scratch). When using a smartphone, there's also a big selection of apps with a myriad of resources for video editing, and they usually also allow you to edit and mix the sound. Some popular ones are:

InShot



VN



Filmora Go



CapCut



Different apps have different tools, so you might want to combine them to achieve the results you are expecting. Experimenting with video editing apps will let you find the ones that are more indicated for you.

### Colour-grading

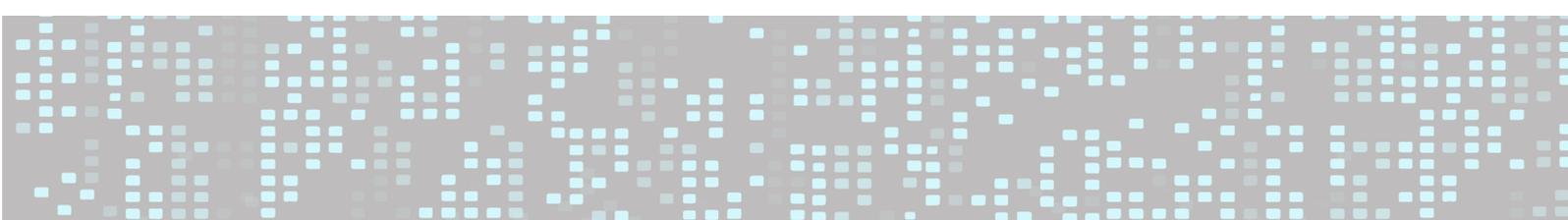
Often scenes are shot in different environments or times of day, which influences the colour of the image. When these videos are put in a sequence, the colour changes become noticeable. Therefore, the main objective of the colour correction stage is to balance the colours of the scenes. Video editing programs have native tools that perform the basic function of colour correction. The main image quality adjustments are:

- Exposure;
- Brightness and shadows;
- Contrast;
- Image noise;
- White balance.

#### How to Edit Videos on Android and iPhone

Description:

Videos on how to use a phone for audio-visual editing



Link:	Android: <a href="https://www.youtube.com/watch?v=PzeP8NI02aw">https://www.youtube.com/watch?v=PzeP8NI02aw</a> iPhone : <a href="https://www.youtube.com/watch?v=Slkc6vo4I7k">https://www.youtube.com/watch?v=Slkc6vo4I7k</a>
How to Colour Correct like a Pro	
Description:	Video on how to use colour-grade a video
Link:	<a href="https://www.youtube.com/watch?v=tMtM4fyGH70">https://www.youtube.com/watch?v=tMtM4fyGH70</a>

## Useful links

The Ultimate Guide to Pre-Production

<https://yamdu.com/en/learn/preproduction/>

Ultimate Beginner's Guide to Smartphone Filmmaking

<https://www.youtube.com/watch?v=-6hCY2FT6AY&t=2s>

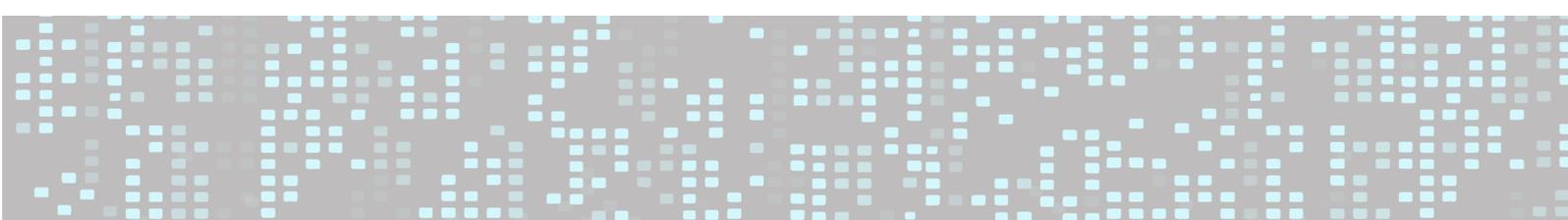
How to Create video News that Rocks in Social Media

<https://reutersinstitute.politics.ox.ac.uk/our-research/how-create-video-news-rocks-social-media>

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Nic Newman, R. F. (2021). (R. Institute, Ed.) *Digital News Report 2021*. Retrieved from [https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2021-06/Digital News Report 2021 FINAL.pdf](https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2021-06/Digital%20News%20Report%202021%20FINAL.pdf)



MEMORANDUM

# HACKS



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