

Ingredients to Keep Your Videos Engaging

PRESENTERS

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Agenda

- How to use multiple camera angles
- How to shoot a conversation
- How to use visual metaphors to liven up boring content
- How to make talking head videos more interesting
- Q&A

Using Multiple Camera Angles

The Problem

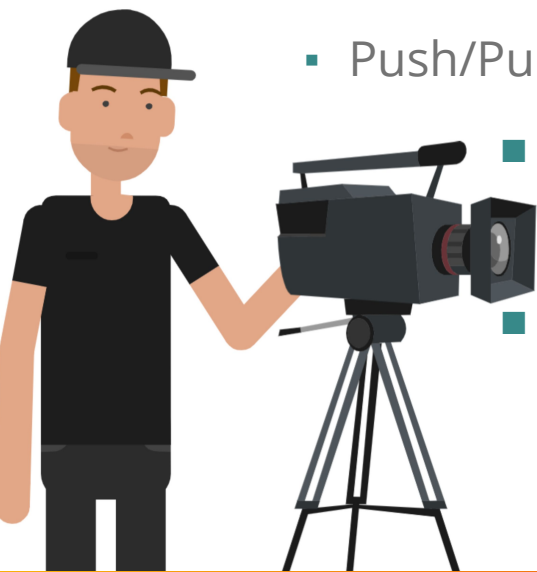
Many eLearning and training-video creators, don't have a ton of background in video production, but are still tasked with creating professional quality video for learners.

The Solution

By applying fundamental camera techniques and simple editing tricks, you can turn static content into professional pieces of work.

Terminology

- Pan - the camera is turned on the horizontal axis
- Tilt - the camera is tilted on the vertical axis
- Push/Pull - the camera is physically moved on the Z-axis
- Zoom - the lens is zoomed in or out to achieve similar results to pushing or pulling the camera
- Field-of-View - What the lens can see



Terminology

- Wide Shot - used for establishing scenes, if people are in frame, their whole body is shown.
- Medium Shot - a general field-of-view used for many situations, people are shot from the waist up.
- Close-Up - used for showing detail or information that is important, people are shot from the shoulders up.



Before



After



Recap

Using Multiple Camera Angles

- Get coverage - wide, medium, close-up
- Break up long pieces of information by changing the framing
- Change shots every 3-5 seconds or so

Shooting Conversations

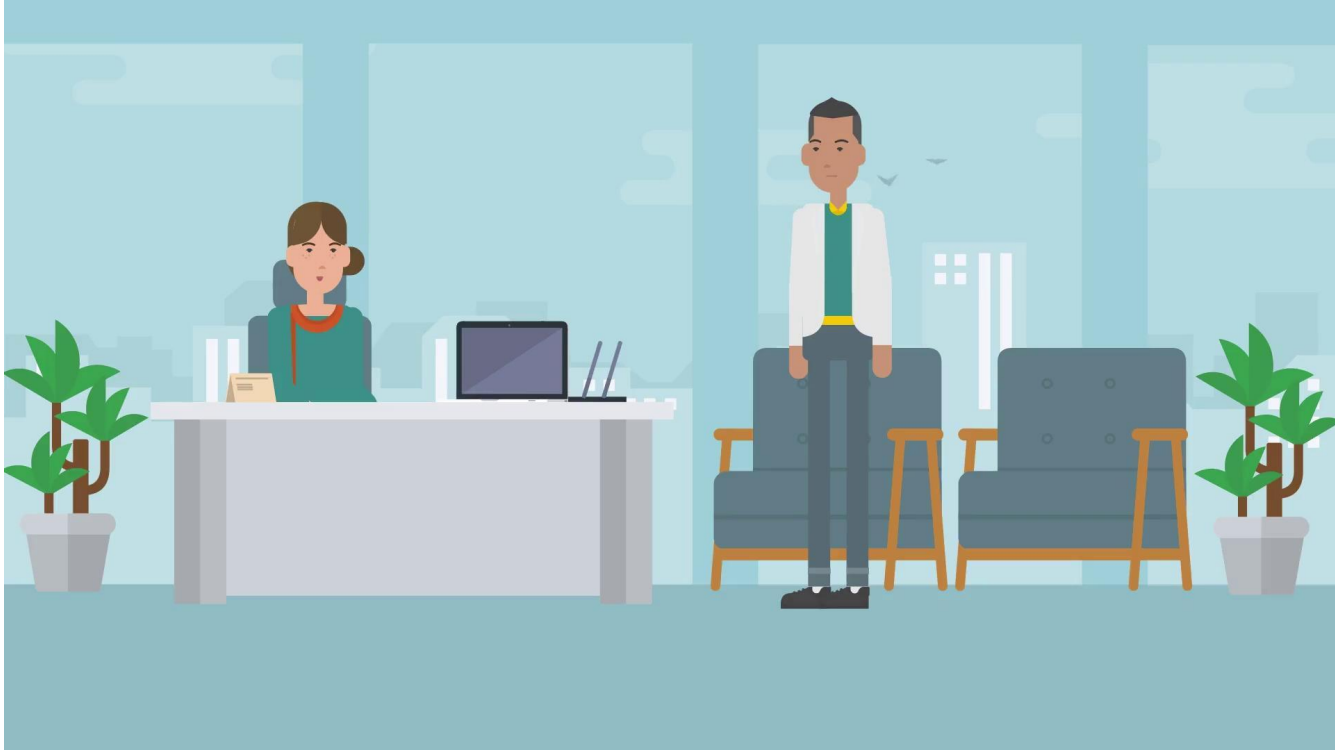
The Problem

Often times eLearning subject matter is centered around a conversation between two people. It's difficult to keep the learner engaged when there isn't a lot of action in the physical space.

The Solution

By using simple editing cuts to show the audience a variety of camera shots between the two subjects, eLearning pros can keep their audience engaged, even if the content isn't action-packed.

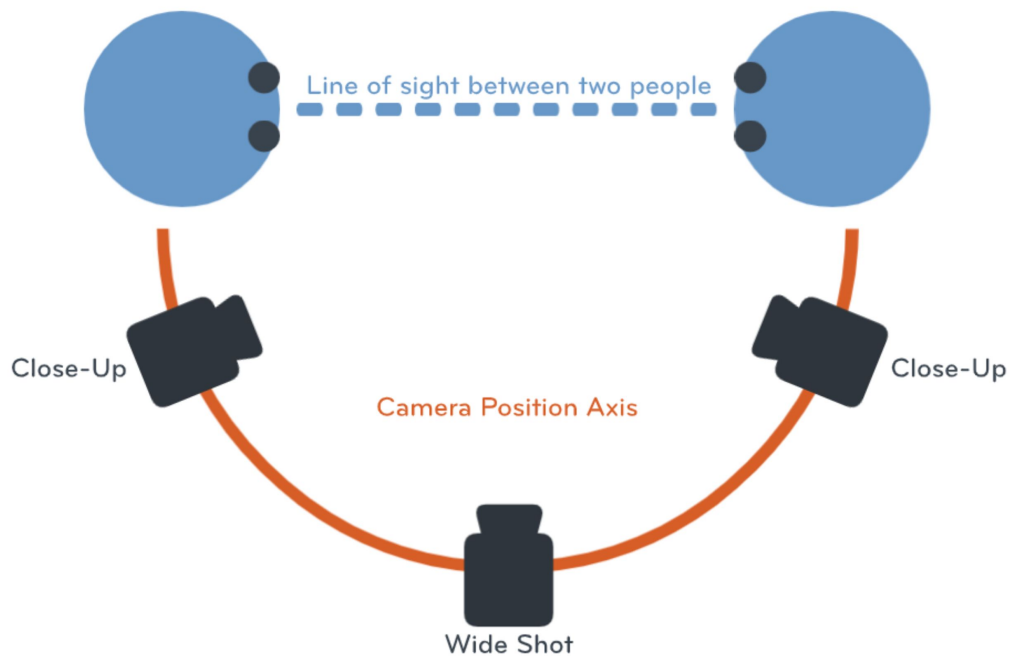
Before



After



180° Rule



Recap

Shooting Conversations

- If possible, shoot on 2 or more cameras.
- If shooting on 1 camera
 - Shoot wide enough to be able to crop in while editing **and/or**
 - Shoot multiple takes at different angles and fields-of-view
- Use the 180 degree rule
- Show people's reactions in addition to their dialog

Using Visual Metaphors

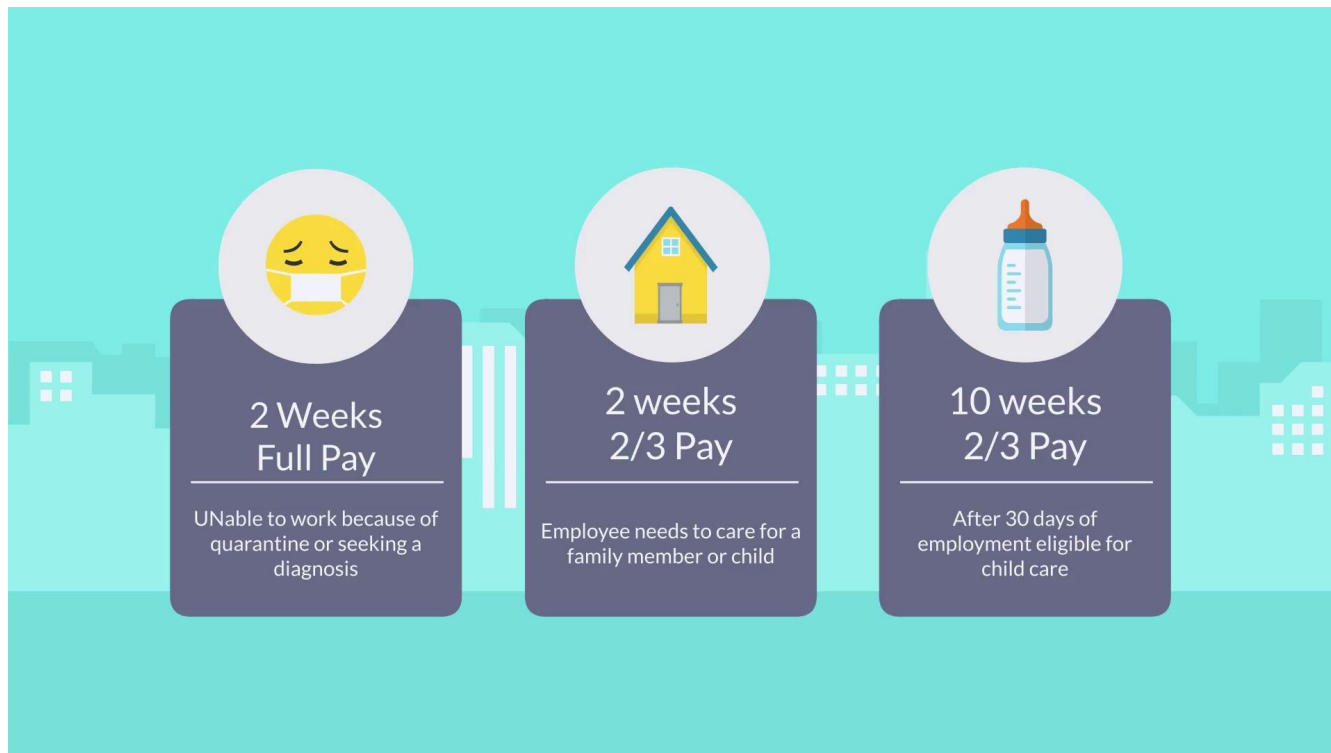
The Problem

Lots of topics covered in eLearning videos don't lend themselves well to visuals. Other than simply showing people talk or listing out text it can be hard to make content memorable.

The Solution

Using representative imagery and animation eLearning pros can keep their audiences engaged in visuals that complement the narration or dialogue.

Before



What the Video Lacks

Visual Interest



Faster Pacing



How to Improve it?

- Start with the sections that don't have much going on visually
- Add graphics, supporting footage or photos
- You don't need to fill the whole video with imagery, a little goes a long way
- Try to keep your shot length down. If you need to have someone on screen the whole time, try swapping graphics next to them.

After



Recap

Using Visual Metaphors

- Single out words or phrases that can be visualized
- Even the simplest visuals will raise engagement
- If you have trouble thinking of visuals, try Googling “visual metaphor for...”
- Mix your media - use images, video, illustrations or infographics to enhance your content

Talking Head Videos

The Problem

While people are naturally drawn to human faces, attention spans are short and they can lose interest quickly.

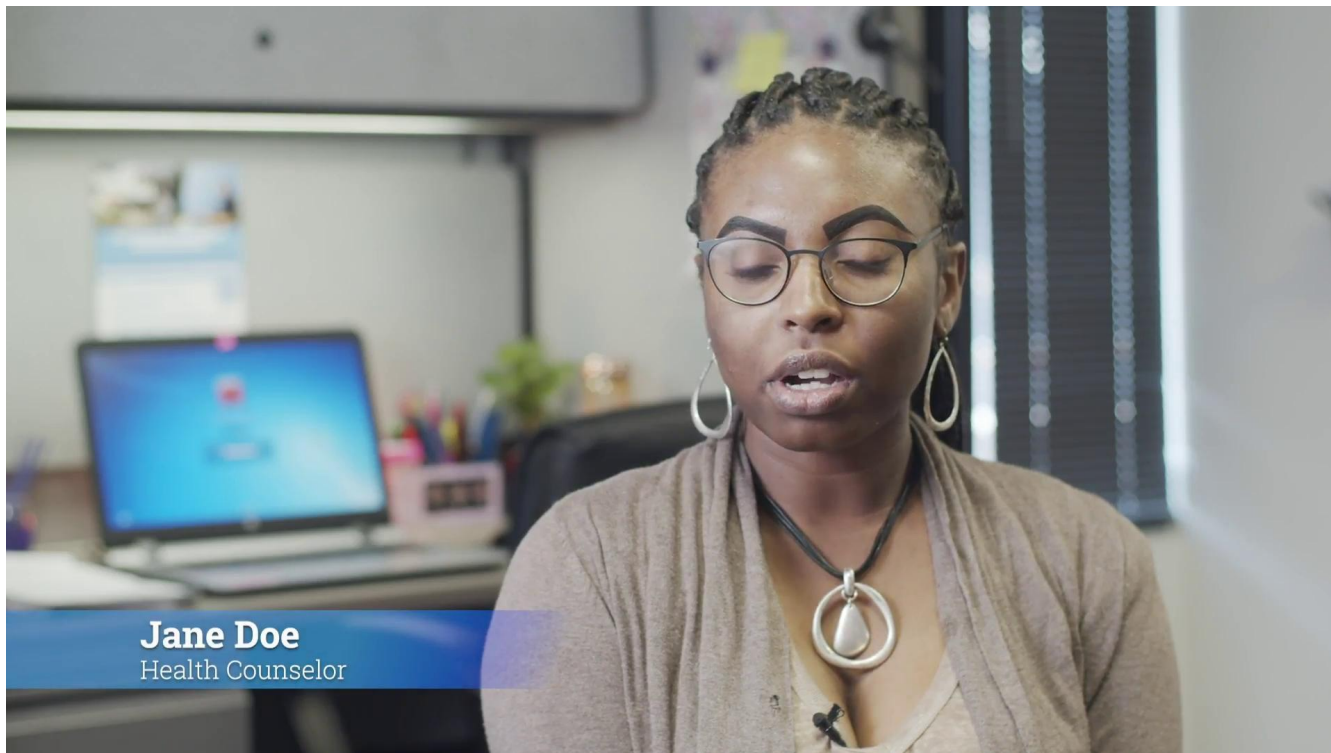
The Solution

By using different camera shots and cutting to images that illustrate the speaker's talking points, video creators can keep their audience's attention.

Before



After



Jane Doe
Health Counselor

Recap

Talking Head Videos

- If possible, shoot on 2 or more cameras.
- If shooting on 1 camera, make the frame wide enough to crop in when editing.
- Shoot b-roll of your subject before or after the interview.
- Play around with editing - add music, titles, images and b-roll to accompany your talking head.

Resources

Paid Stock Image/Video Sites

shutterstock.com

stock.adobe.com

dissolve.com

(all variable price)

Paid Stock Music Sites

artlist.io - \$199/year

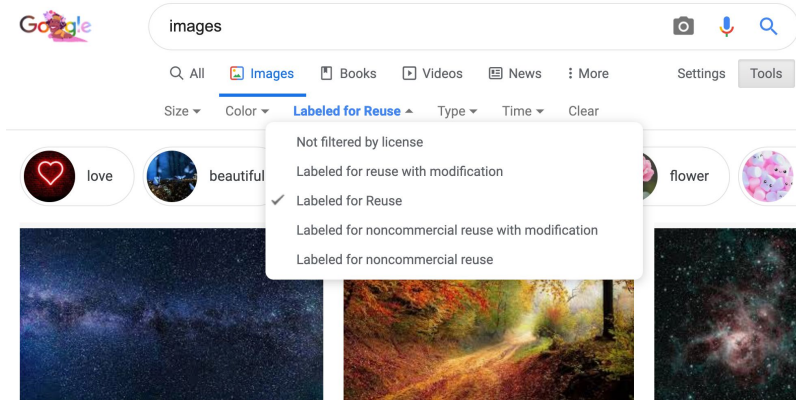
audiio.com - \$149/year **or** \$299 lifetime*

*limited time offer

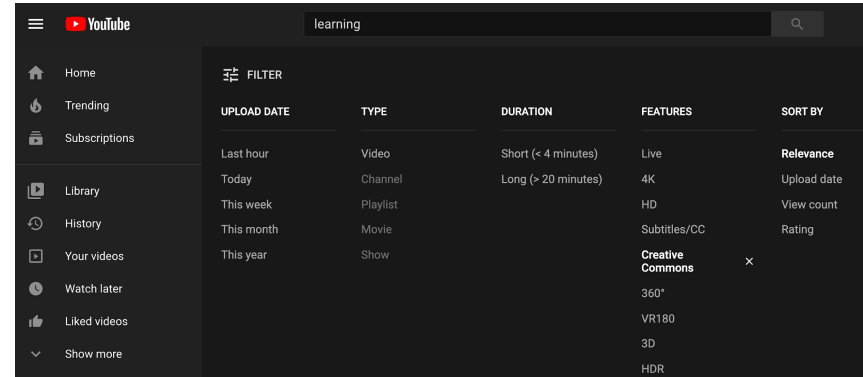
Resources

Free Stock Image/Video

In the Google search *Images* tab, select
tools -- usage rights -- labeled for reuse



After searching on YouTube,
select *filter -- Creative Commons*



Q & A