

# Guide for making video and subtitling

Author:

Hilda Weges, Blankcon NL



Funded by the  
Erasmus+ Programme  
of the European Union



Funded by the  
Erasmus+ Programme  
of the European Union



CC-BY-NC-SA



This document may be copied, reproduced or modified according to the above rules. In addition, an acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced.

All rights reserved.  
© Copyright 2023 YMOCH

Deliverable Lead and Editor:  
**Bulgaria** – Profesionalna gimnaziya po turizam “D-r Vasil Beron,  
**The Netherlands** – Blankcon,



## GUIDE FOR MAKING VIDEO AND SUBTITLING

### Content

1.	Introduction.....	4
2.	Some general tips.....	4
3.	Pre-production of your video .....	4
4.	Production of your video .....	5
5.	Which software to use?.....	6
6.	Subtitling video .....	7
7.	Distribute your video.....	8
8.	Conclusion .....	8

## 1. Introduction

Video is one of the most powerful tools that you can use to connect with other people. Some of the main benefits of video include increased engagement compared to other media and a greater reach because they can be shared free of charge across multiple channels and platforms like YouTube.

There are many different types of videos that you can create, such as product demonstration videos, customer testimonial videos, explainer videos, instruction videos and more. Within the context of the YMOCH project the video are considered report videos of the interviews of students with elderly people.

Creating a video might seem like a complex task, but it's not as difficult as you might think. With a little planning and some handy tools, you can easily create a professional-looking video that will wow your public.

Not sure where to start? Here's a quick introduction on how to create a video, from start to finish. The following small guide will lead you through the process of pre-production, production, and post-production.

## 2. Some general tips

- Keep it short and simple: people have short attention spans, so make sure your video is under two minutes.
- Make it impactful: start with a strong introduction and leave your viewers with a call to action.
- Be creative: Think outside the box and come up with a video that's truly unique of its kind.

## 3. Pre-production of your video

Pre-production is the process of planning and preparing for your video. This includes developing your concept, writing your questions and assembling your team.

- Decide what you want to achieve with your video and which target group you are aiming at.
- Make clear what story you want to tell. Write an outline to help you stay on track.

- In the case of YMOCH make a clear interview outline with your introduction text, the questions you want to ask and the closure remarks of your video .

#### 4. Production of your video

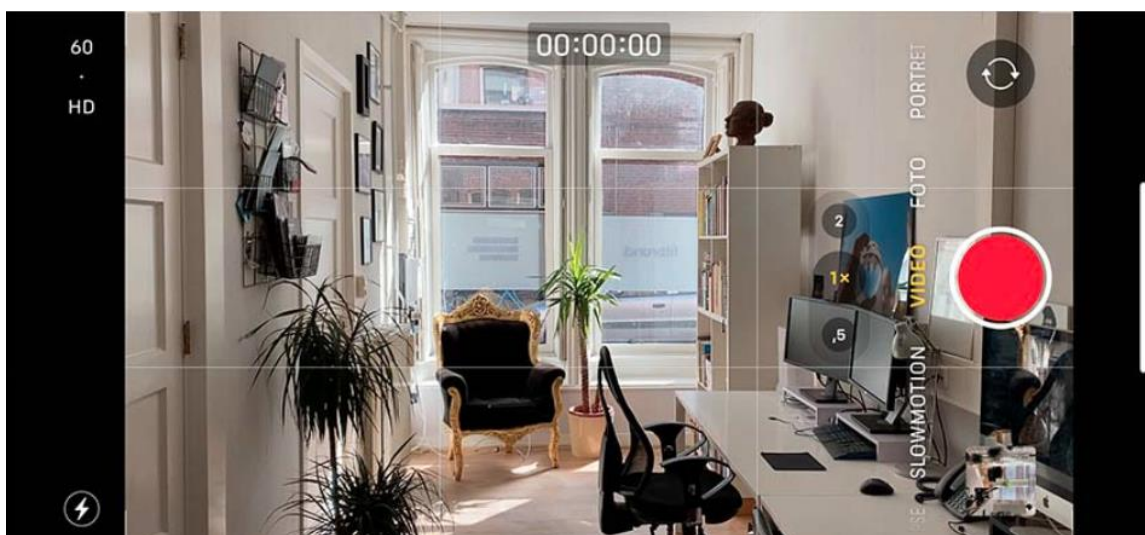
Production is the process of actually creating your video. This includes shooting your footage, editing your video, and adding any final touches.

- Find the right equipment. You don't need fancy equipment to produce a high-quality video. Just make sure you have a camera that can capture clear footage and a microphone to record audio. A high-quality mobile phone is very handy to do the job for YMOCH.
- Choose the best quality: 4K or Full HD? 4K produces a higher resolution video but that also means that these files will be much bigger and therefore need a higher upload and download speed. We therefore suggest Full HD because they are a lot smaller in file size.



- Choose the right video format. There are many different video formats, so make sure you choose the one that best fits your needs. In the case of the YMOCH project it is best to upload the video on YouTube and that means using the MP4-format as recommended by YouTube. Next best option is .MOV format.
- Create a situation with good natural lighting for example next to a window (not in the sun) or invest in good lighting. This will make a big difference in the quality of your video.

- Make sure you shoot the video horizontal and not vertical to make it suitable for viewing on screen, phone and YouTube! Vertical footage are more suitable for example TikTok that is only used on a phone.
- Use a small phone tripod to stabilize your camera or use some tape to stick your phone in a certain position. This will help you avoid shaky footage.
- Think about your composition. Use the grid on your phone to set up a nice composition.



- Use the autofocus of your phone to get it to focus on the right spot. In case of YMOCH you need to focus on the person you are interviewing and not on the surroundings or some object.

And finally make sure all settings of your camera are ok. Do some testing to make sure, before starting the final recording.

Once you've shot your footage, it's time to edit your video. You may use different software or apps to finalize your footage.

## 5. Which software to use?

There are many software programs available for creating video. Some are more comprehensive than others, and some are more user-friendly. Which one you choose depends on your needs and preferences. Here are some factors to consider when choosing video creation software:

- Ease of use: how easy is the software to use? Is it intuitive, or do you need to be a tech expert to figure it out?

- Features: what kind of features does the software have? Does it have all the features you need, or are there some important ones missing?
- Price: how much does the software cost? Is it affordable, or is it out of your budget?

Some of the more popular video creation software programs include programs from Adobe. They even have a free online program and mobile app.

- Adobe Express is a free online program to finalize your footage. It has all kinds of resources you may use to work on your footage like templates, free images, tools, fonts, etc. Go to: [www.adobe.com/express](http://www.adobe.com/express)
- Adobe Premiere Rush a free mobile phone video editor. As a standalone app, it offers a simplified interface with large icons and panels. It lets you add up to four video and three audio tracks. You can trim, edit, and rotate video clips, change their speed, and colour correct them. The app also lets you directly export the finished video to social media platforms such as Facebook, Instagram, etc.

Ofcourse there are all kinds of alternatives. Let Google give you some advice on the most popular video editing tools, for example [The best Mobile Video Editing Apps for 2023](#)

## 6. Subtitling video

Subtitling video is a process of adding text to a video to provide translated dialogue, descriptive text, or other relevant information. It is an important tool for making video content accessible to a global audience.

In this case we will discuss the ways you can add subtitles to you YouTube video's because YouTube has some functionality that helps you with subtitling and translating.

### **Auto subtitling and auto translation**

- 1) Open the setting wheel of You Tube and set Subtitles/CC to for example English (auto-generated) when it is Englis spoken video
- 2) As a second step open the setting wheel again and choose for auto translate and the language you want it to be auto translated.

## **Add your own subtitles and translations**

To learn how to add subtitles and translation by hand we advise you to study the next video form Flipped Classroom Tutorials:

<https://www.youtube.com/watch?v=Q8Sq9r50gc0>

## **7. Distribute your video**

There are a number of ways to distribute video content. The most common method is through a video sharing website, such as YouTube or Vimeo. Other methods include using a video hosting service, which can be embedded on your website or blog, or distributing your video through a social media platform like Facebook, Twitter or TikTok.

Whichever method you choose, be sure to promote your video through other channels as well, such as email or social media.

Within the context of YMOCH. You can upload the video to your own YouTube Channel. We will set up a link to the YMOCH website.

## **8. Conclusion**

As we have seen, creating videos is a great way to engage your audience and promote your business. However, it is important to remember that there is more to creating a video than simply recording footage. You will also need to edit your video and add any special effects or graphics that you want.

If you follow the tips in this article, you should be able to create a video that is both professional and engaging. So what are you waiting for? Get out there and start creating!