

European Week of Sport 2020 Video Production Guide

In following document, you will find a basic outline of how you can produce high quality video content using only a phone and your laptop. To do this you will not need to download or pay for any new software, you can simply use online service [Kapwing.com](https://www.kapwing.com). This document will be split into two parts, first Preparation & Recording, and secondly Editing & Branding.

1. Preparation & Recording

Equipment (Optional)

The equipment listed below is not essential, but it will help you record clearer and more professional footage which will be of benefit when you get into the editing process.

- **Phone Tripod** – To be used when interviewing people or recording footage at an event where you do not have to move around to different locations. These can be purchased online.
- **Phone Gimbal** – To be used when shooting footage while moving around at an event or getting close to the action. This will allow you to move around while taking videos without producing shaky footage. Again, these can be purchased online.
- **Relatively New Smart Phone** – Most new smart phones have cameras that can shoot in 4k which is better than a lot of professional cameras. This being said, always try to use the best phone available when shooting content to be used on social media.

Recording Tips

1. When recording interviews or face-to-camera pieces, please try to bring the subject to a quiet area to make sure the sound is clear. Also ask the person to project their voice where possible.
2. Try to keep the phone/camera as steady as possible when recording footage as shakiness can really affect the quality of the final output.
3. When shooting any action style footage, always keep the focus on the scene slightly longer than you think you need as this will give you room to edit it down the line.
4. Try to shoot with the sun behind you where possible to avoid glare into the lens. This is particularly important for interviews, also in the scenario where a person is being recording face-to-camera try to avoid having the sun shining directly in the eyes of the subject of the interview.
5. Always shoot your video with the phone in landscape (turned on side) where possible as this will allow you room to manoeuvre in the edit. You can easily turn a landscape video into square format which will be optimal across various social media channels. The only exception to this would be to shoot in portrait if you are using the video for Instagram stories, Tik Tok etc.
6. Tap the screen on your phone at the point you want to focus on.

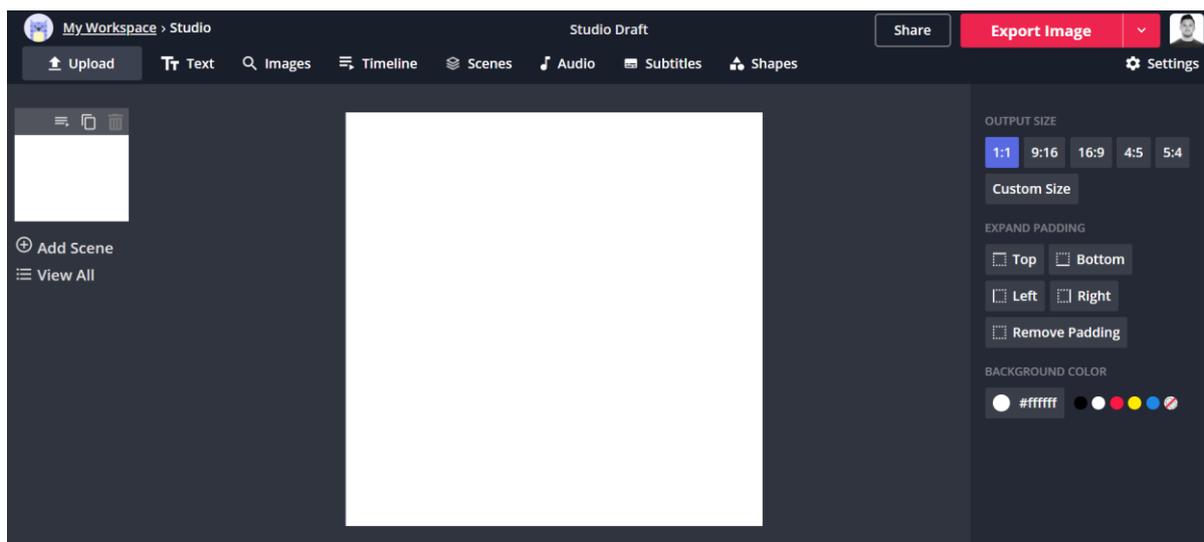
2. Editing and Branding

About Kapwing

[Kapwing.com](https://www.kapwing.com) is a free online image, video, and GIF editing platform that allows people to easily and effectively create high quality social media content without complicated processes and tools. With Kapwing you will be able to create, brand, subtitle, trim, and edit videos as easily as you would be able to make a PowerPoint presentation.

You can see the interface in the image below. At first it may look complicated but after reading the steps below you will be totally up to speed, and with a bit of practice you might even be an expert.

The first thing you will need to do is start an account. To do this just go to [Kapwing.com](https://www.kapwing.com) and sign up free. You may want to pay for the PRO version down the line but for now the basic version will do just fine.



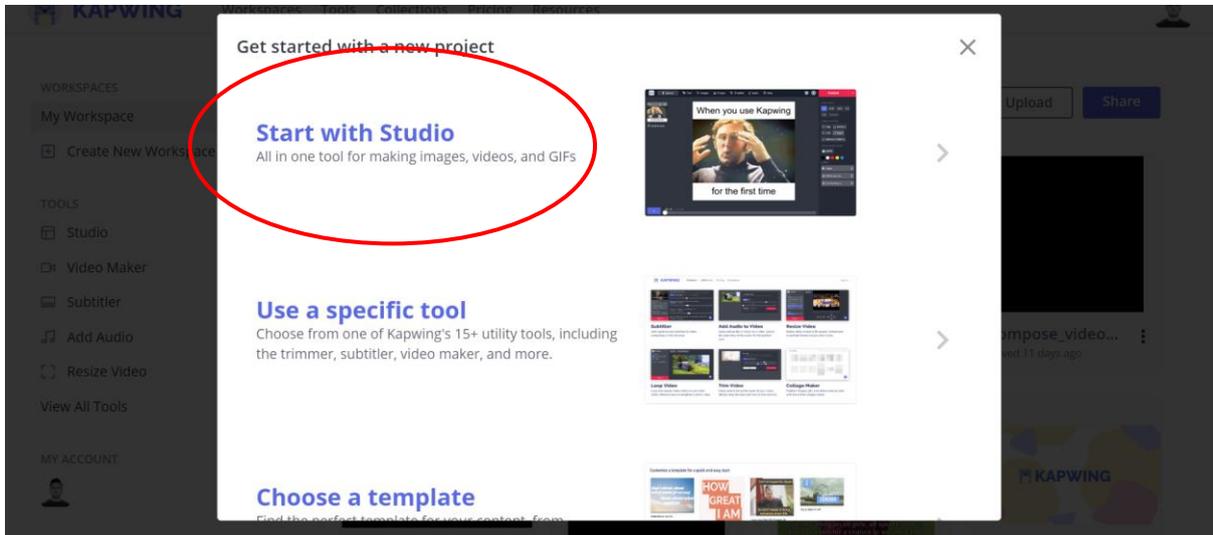
Importing Video from Phone to Laptop to Kapwing

There are a number of ways to get your videos from your phone, to your laptop but what a lot of people don't know is that when you send videos via email, WhatsApp, messenger, DM etc they are automatically compressed and lose resolution.

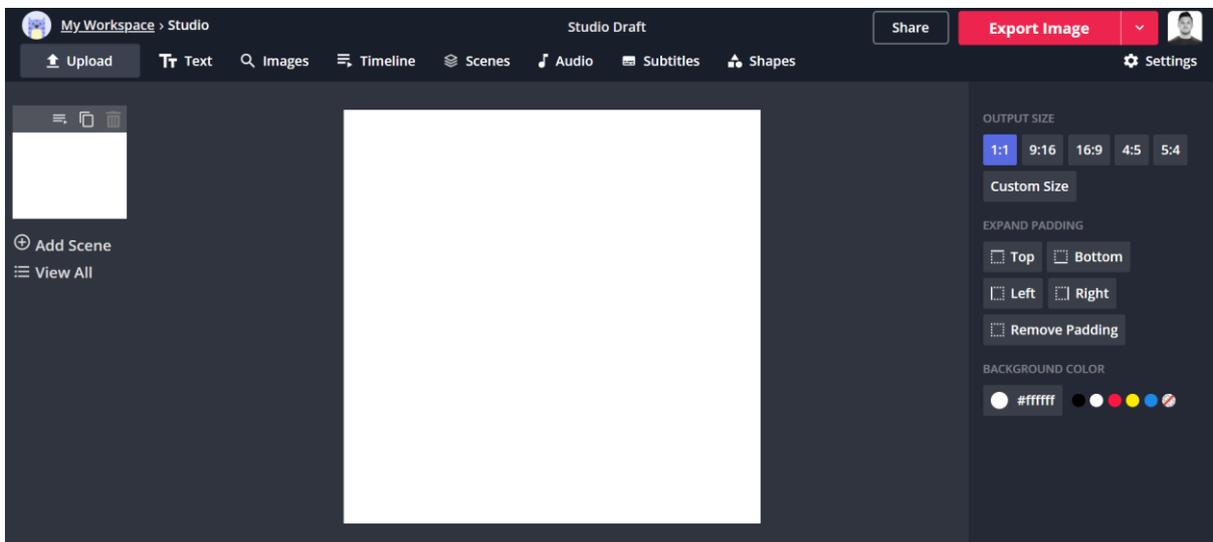
For this reason, it is important to always send your videos through a file sharing service like Google Drive, Dropbox, WeTransfer etc directly from the phone it was recorded on.

Once your video is on the file sharing service you can then email yourself the link and download the video to your laptop/computer.

Once you have your video on your computer you will then need to go to [Kapwing.com](https://www.kapwing.com), login, and start a new project. You will then need to choose “**Start with Studio**” as seen below



From here, you should choose “**Start with A Blank Canvas**” and choose the size/shape of the output you want to end up with. 1:1 is generally a good starting point for videos as this will work across Twitter, Facebook, and Instagram. I will go into sizing in more detail in the next section.



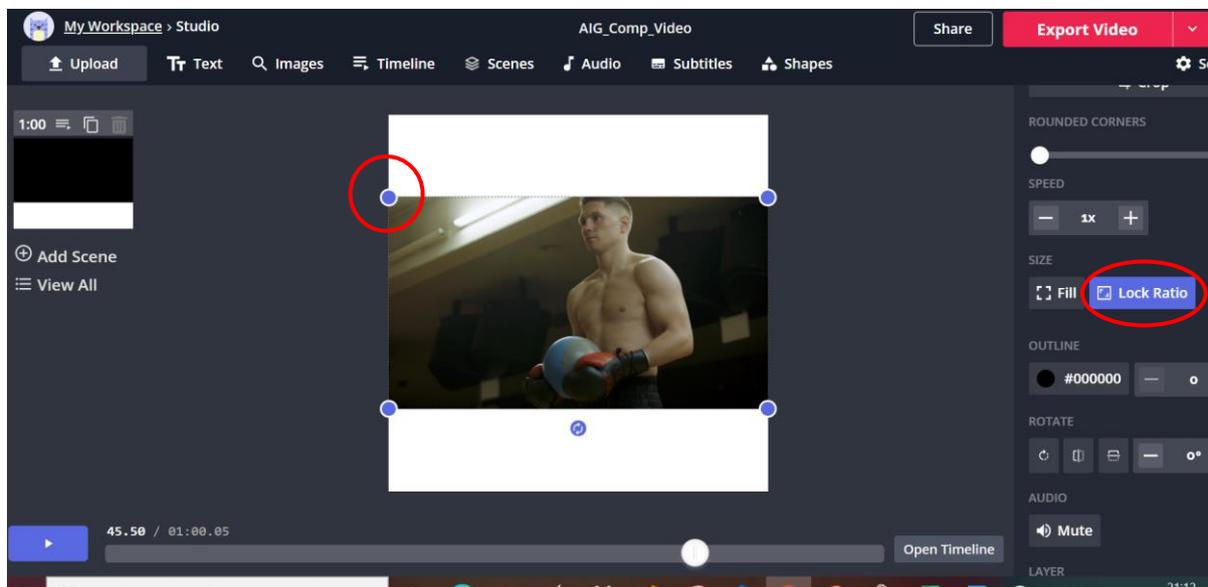
Once you have the blank canvas in the size you want, simply drag and drop your file onto the box.

Cropping & Trimming

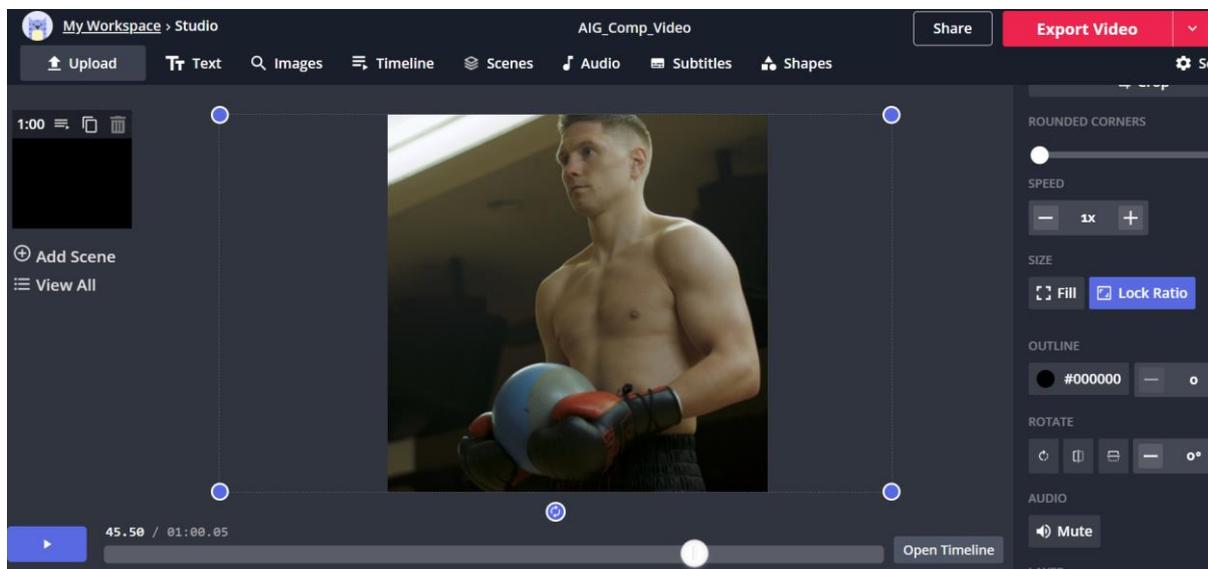
Cropping - If, as advised above you have shot your video in landscape and want to turn it into a square output for use on social media, simply drag/drop your video file onto the blank

canvas, click “Lock Ratio” and then expand your video to fill the canvas as seen in the image below.

Step 1:

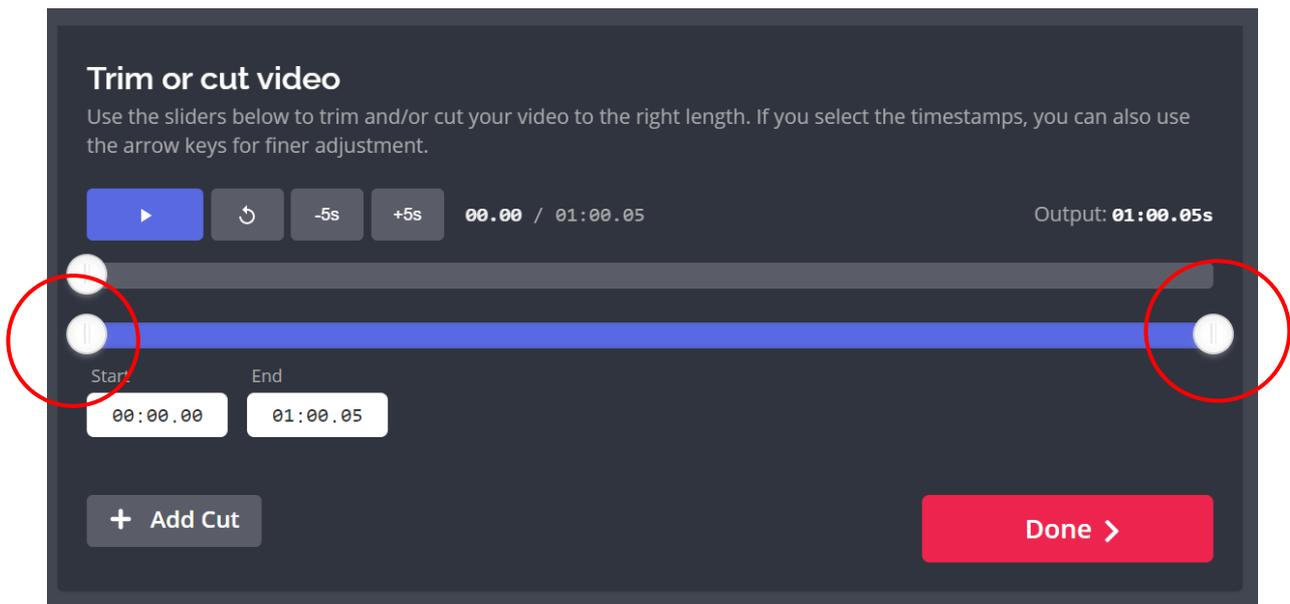


Step 2:



Trimming - After recording a video on your phone you will likely have a bit of footage at the start and end that is not necessary. You can trim this off easily in Kapwing

Once your video is uploaded into the Kapwing studio, click on scenes in the toolbar, and subsequently click the trim option. This will allow you to trim off the start, end or both by sliding the bar to the desired start and end time.

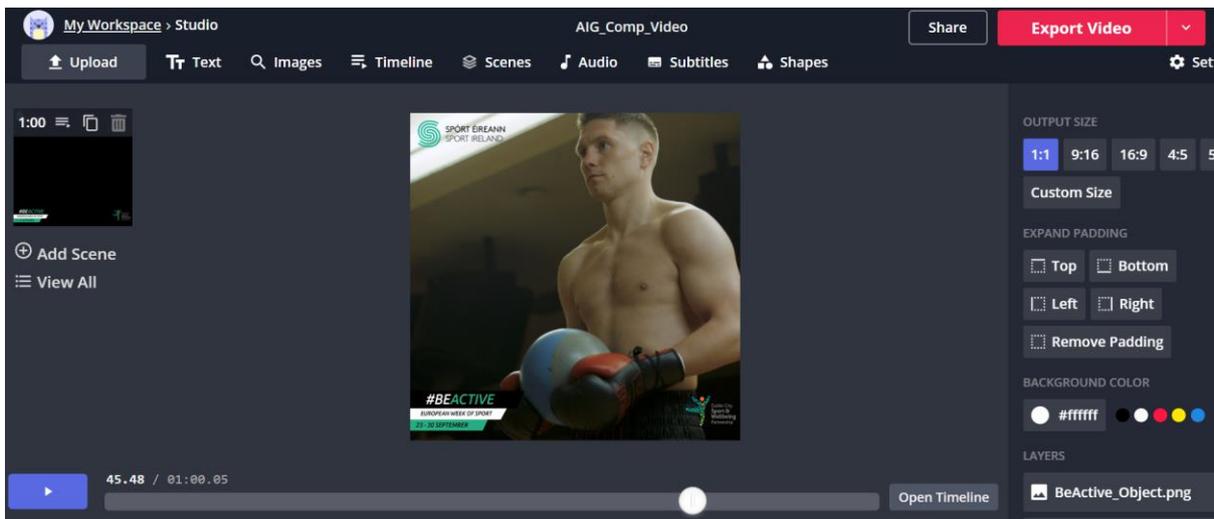
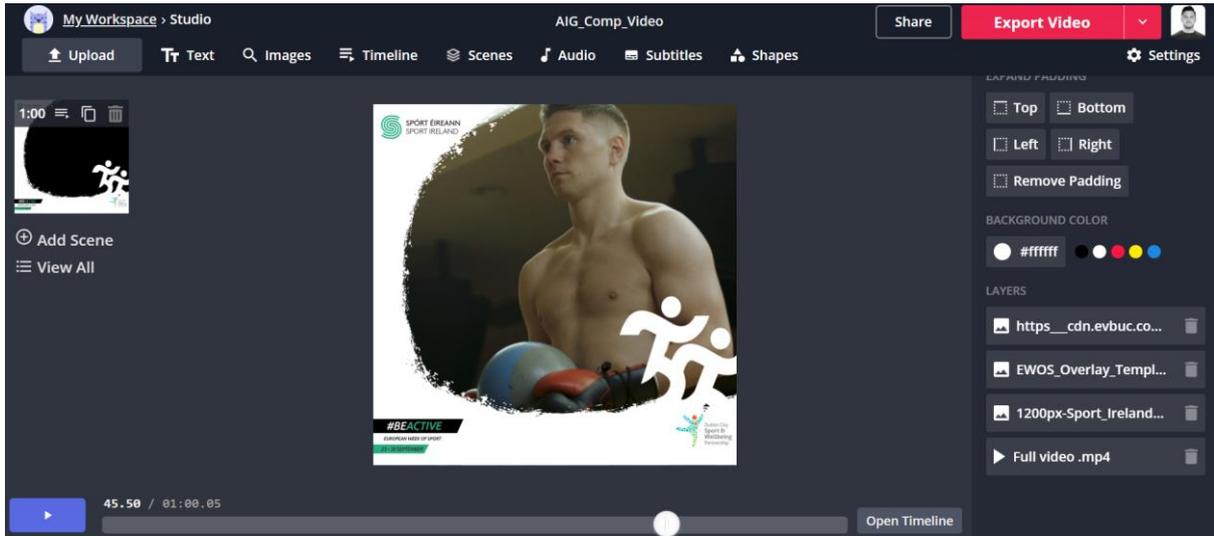


Adding Logo's & Branding

Once you have your video uploaded, cropped, and trimmed you will be close to finished but now is your chance to add in your branding and get the full credit you deserve for your content.

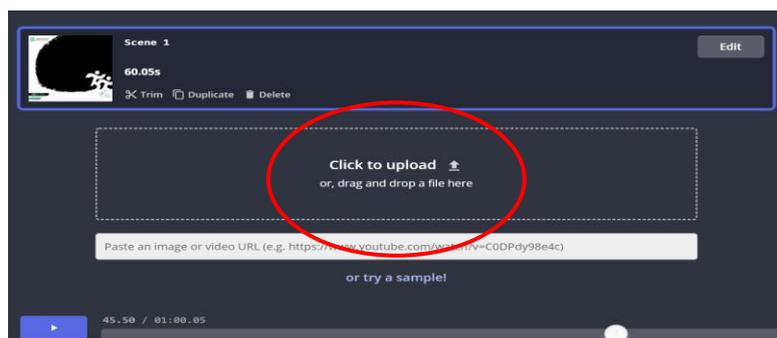
This could not be simpler. All you must do download the video overlay from Sport Ireland Vimeo by clicking [here](#) and then drag and drop the transparent video overlay t onto your video. From there you will just need to find your respective logo files on your computer and drag/drop it into the specified location in the bottom right corner.

We have provided several different overlay options to suit different video dimensions and styles. Please choose the one you think works best for your video. See two variants below.



Editing & Adding Scenes

It is also possible in Kapwing to edit multiple videos together into one longer piece that highlights multiple elements of your events. To do this you need to click on “scenes” and upload a new scene, you can do this multiple times with multiple different videos which will produce a montage / highlights reel of multiple sequences or video clips.

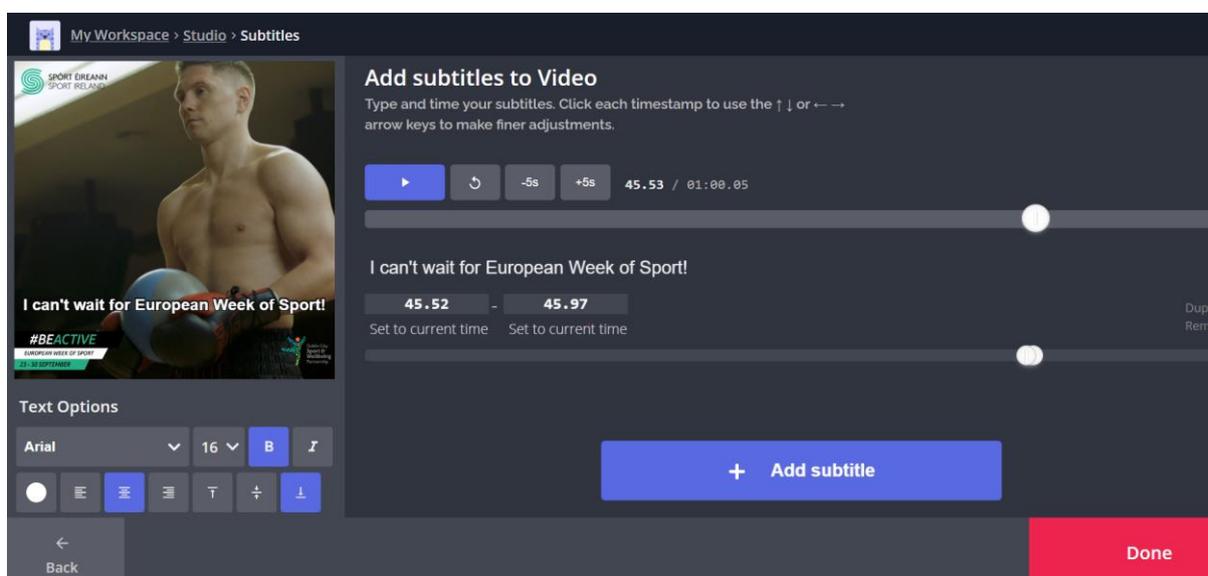


Subtitles

When uploading videos to social media it is important to note that 85% of videos are watched without sound. This means it is essential for you to add subtitles to any interviews that you are uploading to be sure they have to most impact possible. Again, this can be easily done in Kapwing.

Simply click on “Subtitles” in toolbar and add you subtitles line by line. There is an option to auto generate the subtitle as well but the accuracy of this is not always great due to different accents etc.

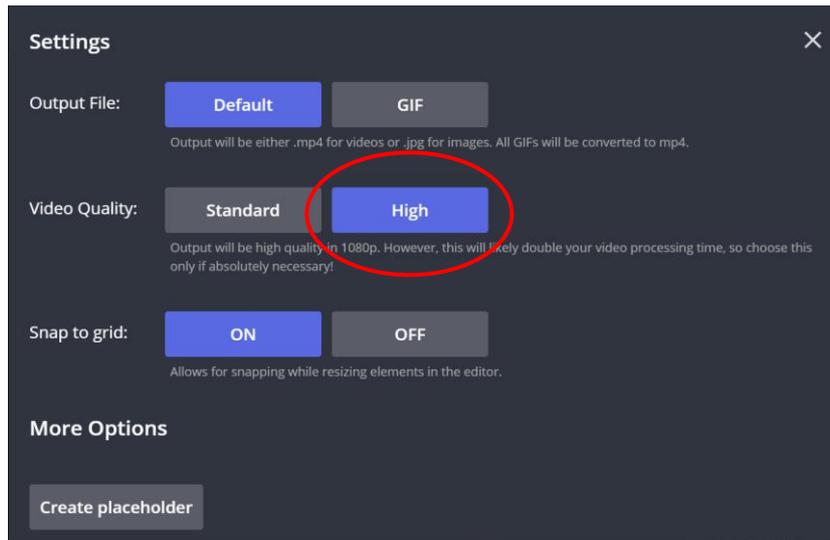
You can choose different styles, fonts, colours and positions of the subtitles in here also to suit the aesthetic of your video.



Exporting & Downloading the Finished Piece

Once you have finished all of the steps above, the last thing you will need to do is export your finished video and download it so you are ready to post it on your social media channels.

The first thing you must do here is click on setting and make sure the export quality is set to high. If it is not, then click on the button to change it.



Once this setting is confirmed then click on “Export Video”, the video will begin rendering and exporting, which may take a few minutes depending on the length and size of your video. Once completed, then you can download it directly to your laptop for posting on social media.