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How to make Sensorica videos

This document is co-creative

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Sensorica TV

A video content production and distribution used by Sensorica affiliates, using the Sensorica brand, that have the rights to publish under the Sensorica brand (see below). Open folder

Governance and procedures

See content rules and procedures

Tools

Type	Open Source Software	Comments
Sound and video capturing, including screen capturing	One of the best options for recording and streaming video content is the open source program called OBS - open broadcaster software. It runs on Linux, Mac and Windows.	Pleased with OBS.
Video editing	Best one for Linux is OpenShot (see how to video) Tibi has used Vidiot, an open source video editor for Windows. See also Kdenlive	OpenShot is average. You can do almost everything you need for an average video. Vidiot is not very well optimized. It is a very simple video editor.
Sound editing	The best and widely used open source software is Audacity	
3D effects	Blender	
Photo editor	Gimp	
Vector Graphics	Inkscape	
Youtube to text	YoutubeTranscriptGenerator YoutubeTranscript	

Youtube downloader	YouTube Downloader	A desktop application for Linux

Sources

Sound sources	https://freesound.org/	
Photos sources		
Video sources		
Icons	https://thenounventure.com/	

Publishing

We are publishing on Sensorica Youtube channel (need access from the Custodian of this resource)
We are experimenting with DTube (need access from the Custodian of this resource)
Tibi uses Zoho paid version for social media management post planning.

Content structure

Branding

Use this Sensorica logo on the video as a watermark.

Disclaimer

If this is not a co-creative content, you need to state at the beginning of the video that your opinions do not reflect any network-wide consensus. You can do that by recording yourself saying that (voice or voice+image), or you can simply add a text right at the beginning.

Video beginning and ending

To be determined…
We need a short video recording to introduce Sensorica TV videos. Here's one example used in technical videos in the past - Sensorica logo, Sensorica intro.

Format

Max 30 min

Types

- Presentation of a new experience
- Presentation or report on an event
- Presentation of a new idea
- News

Content creation methodology

Work in progress…

One-man-show

A monologue/rant, a presentation, a critique, an analysis, a call to action, ...

From Tibi's recent experience.

Choose tone: Want to be spontaneous, relaxed. Want to be friendly, speak directly to the viewer as an individual, not as people or public.

Define topic: Think about the topic and 2 or 3 key ideas that you want to convey.

Practice your content: too much preparation would make this video look scripted, not natural. You can take 30 min to an hour to freely talk about what you want to say. Take notes when you identify key ideas of key formulations of ideas. Make yourself a script from these notes, which is a bullet point form of a thematic structure.

Discussion

An interview, an analysis, a critique, a call to action, ...

Choose a topic, find a partner or attendee, use the Recorded discussion planning methodology to set up the discussion.

Video editing tools and methods

Using OpenShots

Improving sound
It is sometimes good to separate the sound from a video recording for digital sound improvement.
Use Audacity (open source) for that. You can open a video in Audacity, action that only lists the sound, and do the following in the proposed order: Noise reduction, Normalize, Amplify. You can use other functions if needed. Do not cut the sound file (I.e. do not delete parts of it)! You'll need to align the sound file with the video file in OpenShots, that's easier if both have the same length. Export the file in mp3. Name the file with the same name as the associated video file, easier to find after.

Video cleaning
The first step is to delete parts of the video that we don't need. Load all video and their associated digitally enhanced sound files into OpenShots. Put the sound files right under the video file and align them from start to finish.
Go through all the video recording, select, cut and delete parts that you don't want in the video. Use "Control K" to cut through the video and the sound file at the same time. At this point, you don't need to move parts. If you do, select both, video and sound using "Control/click" to move them together.

Sorting video parts
Once your recording is cleaned you may want to sit down and craft the final story. Write down parts of your story, and identify parts in the recording that you want to use to construct these story parts. You can use other tracks, by paired of 2 (video and sound) as a way to do parallel sorting: one pair of tracks for every part of your story. This allows you to mix and match content, breaking with the chronological order of the recording. Select, cut and move to other tracks at the same time video and sound. Use Control/click to select both before moving. Do a first selection from the main track to the other tracks, according to topic, just by moving parts up and down to other tracks, avoiding displacing them left and right. You'll do that later.

Edit parts of the video
After the sorting you can end up with a few tracks, which represent different parts of your stories or even different stories. Now you can work on them individually. Save the file under a different name, representing a story part or a story, and delete all the non relevant tracks, keeping just the track that contains the content for this story or story part. Now you can rearrange the clips in time, mixing them and moving them left and right. You can, at this point, insert B-role, pictures, comments, titles, intro and extro, ect.

Once this story or story part is done, save and close. Reopen the main file, save it under a different name, delete unwanted tracks to keep the new track you want to work on, and edit the second story or story part.
Once all story parts are finished, you can stitch them together into the whole story, using a new video project file.

Video management system

https://opencast.org/