



PRODUCING VIDEOS WITH YOUR SMARTPHONE

PRACTICAL
GUIDE

Communication Department – WBI

Contact: Fiches-Medias@wbi.be



Wallonie - Bruxelles
International.be

PRE-PRODUCTION

1. Briefing

- **The aim of the testimonial** is to :
 - share your experience of studying and living in French-speaking Belgium;
 - encourage other international students to study here;
 - to provide them with genuine information about student life and tell them about all the advantages that our higher education institutions have to offer (quality of studies, reasonable tuition fees, campuses on a human scale, etc.).
- **The video's target audience:** international students wondering about study opportunities in French-speaking Belgium.
- **Message:** 1 message/theme per video.
→ If necessary, make several different videos.
- **Distribution:**
 - on Study in Belgium website: www.studyinbelgium.be/fr/temoignages
 - on WB Campus/Study in Belgium social networks ([Facebook](#), [Instagram](#), [LinkedIn](#)).
- **Format:** film in horizontal format.
- **You are free to choose the type of video you wish to produce:**
 - Still interview fixe (illustrated or not) [Exemple](#)
 - Mobile interview [Exemple](#)
 - Illustrative images + texts [Exemple](#)
 - Illustrative images + voice-over [Exemple](#)

2. Script

Think about the structure of your video in advance, so that you can anticipate the shots and content you need.

1. The introduction / the hook

On average, a video loses a significant proportion of its audience after 5 seconds because the introduction is too long.

How do you get started?

- Define a striking element -> **surprise**
 - Key phase
 - Key figure
 - Catchy title
- Describe the content -> **make it clear**
 - Clarity of title
 - Purpose of the video

2. The development

- Build the development in a structured way.
- Create parts subdivided into blocks of ideas lasting +- 20 seconds.

3. The conclusion

- Define a clear call to action. For example: motivate other international students to come and study in French-speaking Belgium, point them in the direction of the website www.studyinbelgium.be, tell them that there are scholarships available, in particular the Master IN – WBI scholarship.



Best practice for writing the script

- **Identifying the location**

- Choose a location that relates to the person or the subject, to provide context.
- Check the **brightness** of the location or the weather, depending on the shooting schedule.
- Check that the location is **quiet and free from echoes**.
- Check that the location is **isolated** to avoid interruptions.
- Start from the constraints and find **solutions**.

- **Define the shots and framing**

- **The rule of thirds:** use the lines on the screen (grid to be activated in the settings) to achieve good framing.
- Favour the subject's eye line over an upper intersection.



- **Types of shots**

- **Extreme wide shot:** a very wide view of a landscape or environment, situating the person in their environment.



- **Wide shot:** shows the person from head to toe, allowing you to see both the details of the person and part of their environment.



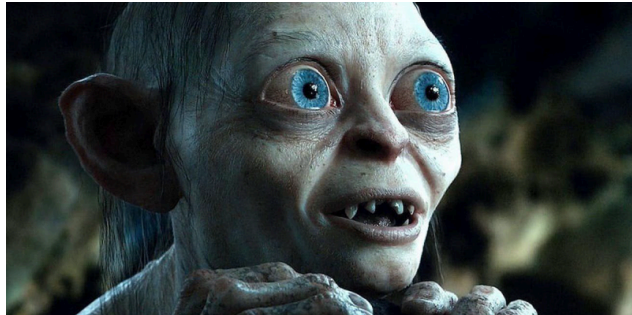
- **Cow-boy shot:** frames the person from head to knees, often used for dialogue as it allows facial expressions and some gestures to be seen.



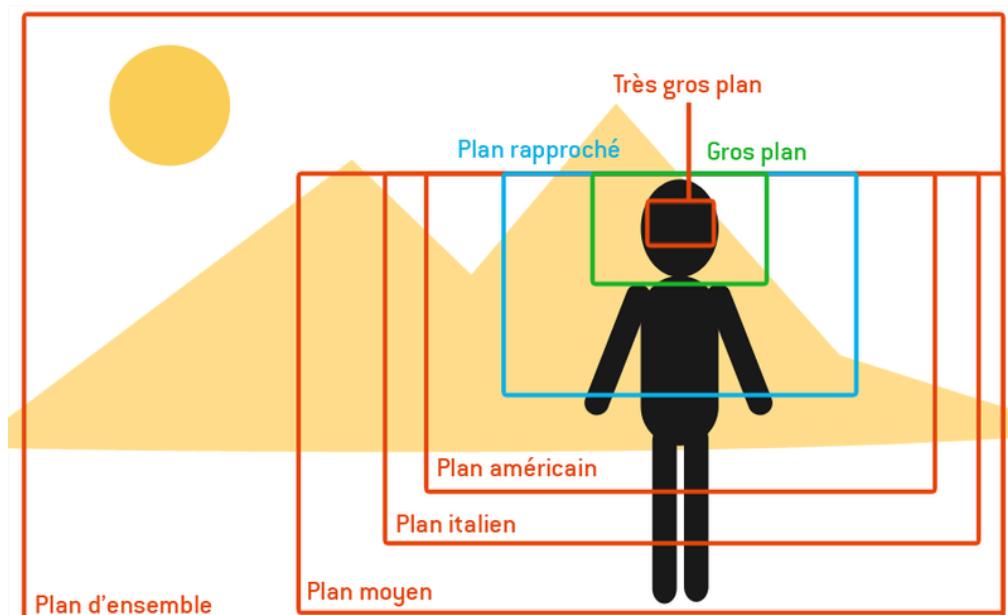
- **Medium shot:** frames the person from head to waist or chest, allowing you to focus on their facial expressions while retaining some of the context.



- **Close-up shot:** frames the face or other detail of the character, emphasising expressions and intimate details.



In a nutshell:



- **Position of the subject**
 - standing
 - sitting: make sure you stand up straight.
- **Camera axes**

Use a tripod for greater stability.

30° axis



Camera face



- Make sure the location is quiet and free of background noise.

PRODUCTION: SHOOTING

1. Settings

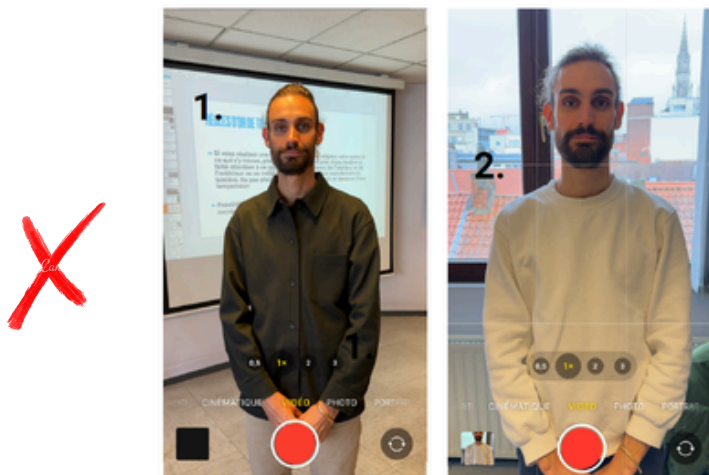
- **Clean your smartphone's camera** before you start filming.
- Make sure your phone is in **aeroplane mode**, to avoid vibrations and interference during recording.
- Light is an important element in obtaining a good image. **Observe the available light:**



<https://www.alexmjonthego.com/blog-on-the-go/comment-obtenir-le-parfait-eclairage>

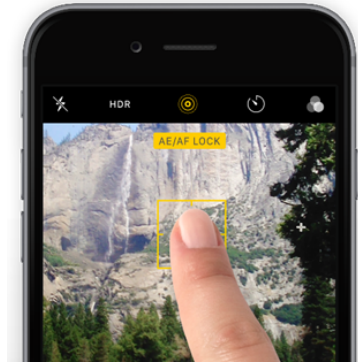
Avoid places that are too dark or too brightly lit.

Avoid placing the subject under a neon sign or in front of a background that is too bright, such as a backlit window.

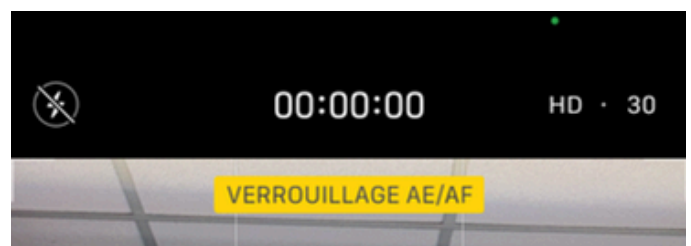


Source: Produire rapidement des vidéos avec son smartphone, Raconte Formations

- Control the **focus**: smartphones are generally in automatic focus mode and may focus on something other than the object you have chosen.
 - Press down on the screen of your smartphone and lock the focus by pressing down again for longer. This ensures that you don't lose focus if the object is moving or if the light changes during recording.



- To determine the focus and brightness calculation zone, touch the screen.
- To adjust automatic brightness calculation -> touch the screen + swipe up or down.
- To lock brightness and focus -> touch AND hold + swipe up or down.

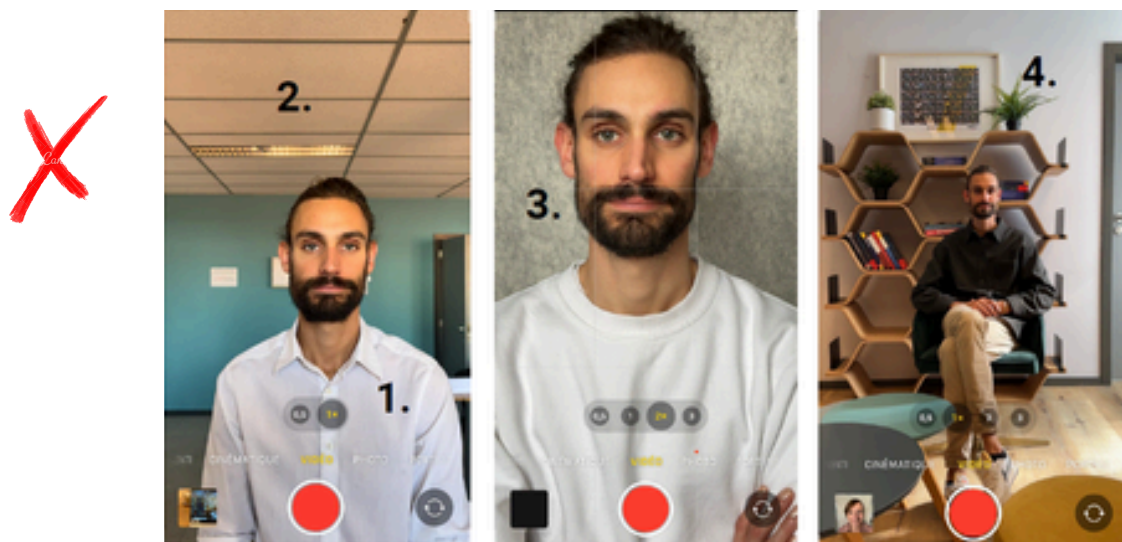
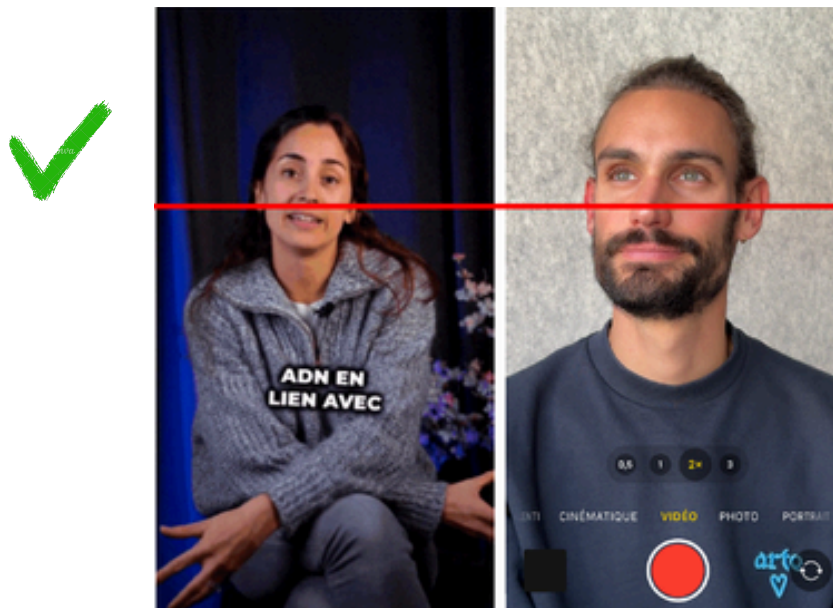


- Choose the **resolution**: HD (1080) or 4K.
- Check that the **microphone** is plugged in correctly.

- Check your **composition**. Use the grid on the screen as a guide.

Beware of amputations: never cut the image at the subject's joints.

Check that the shoulders are in the frame, so that you can zoom in when editing.



Source: Produce videos quickly with your smartphone, Raconte Formations

2. Filming illustrative images

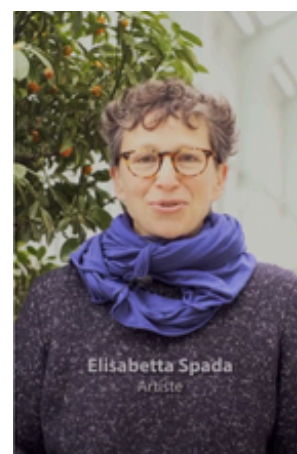
- If you want to add illustrative images, use the principle of alternation to create dynamism.
- Leave your camera still to film movement. Add movement only when necessary, i.e. when the action being filmed is very static.
- Film each shot for about 10 seconds to ensure you have enough footage.
- Vary the shots; comic strips are a good example of alternation:



"Vague de froid", Jean Crémers, Le Lombard, 2023.

- Alternation and dynamism require a lot of images. So you need a lot of illustration shots for 60' of video.

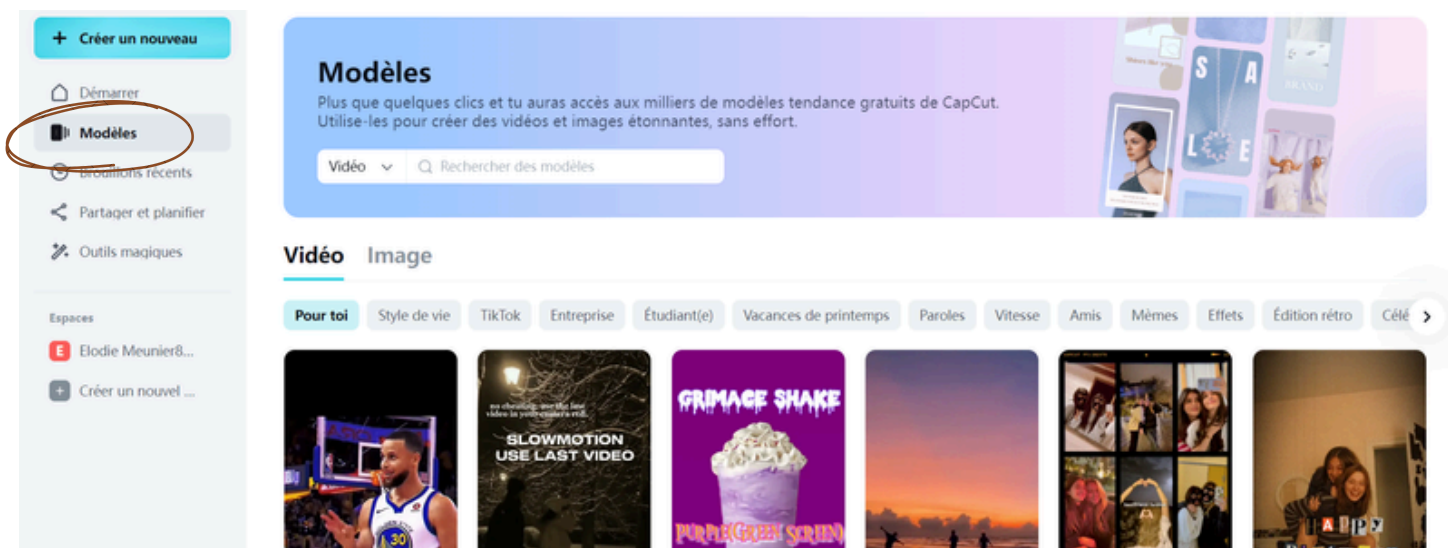
Example of an illustrated interview:



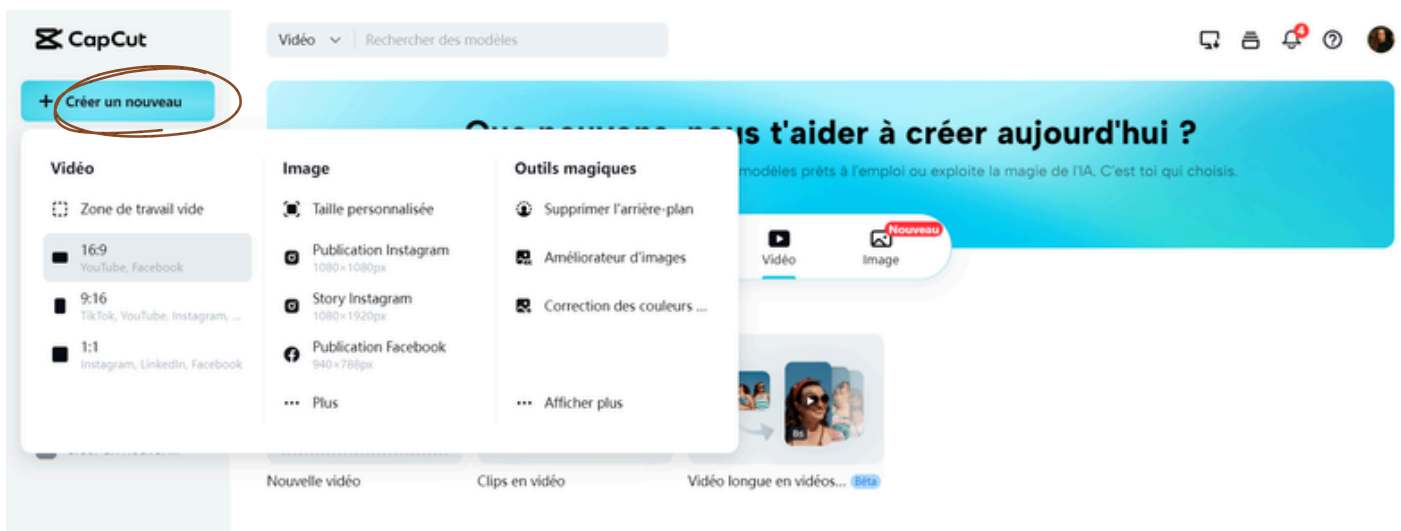
POST-PRODUCTION

1. Editing

- You can use the **Capcut** application to edit your videos directly on your smartphone or online on your computer. The application is free, but a paid subscription is required to access certain features.
- You can either use an existing template, choosing the style of video or the network for which the video is intended:



- Or create a new video, to have complete freedom when editing:

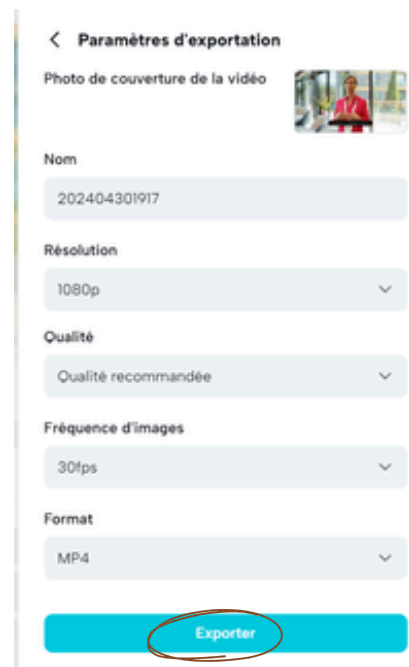
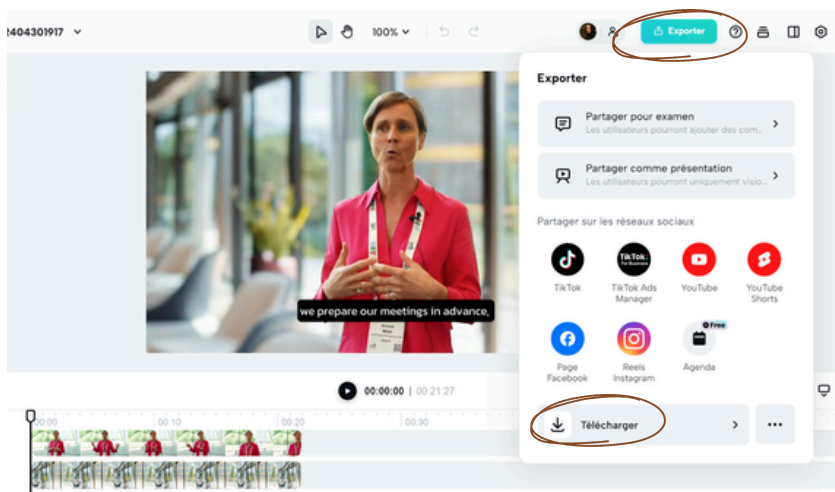


- Store all the videos you want to use in a single folder on your smartphone or computer.

- Once you have created your video project in Capcut, add the videos you want to include in the montage. Your images will appear on the left-hand side of the application.



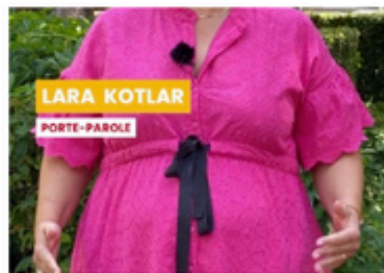
- To learn how to use Capcut, follow the step-by-step guide:
 - [Capcut tutorial on smartphone](#)
 - [Capcut tutorial on computer](#)
 - [Capcut tutorials](#) (in English)
- Export: click on 'export', then 'download', then 'export'.



- Use royalty-free music. On YouTube: search for 'no copyright music' or go to [Audio Library](#).
- If you add music, reduce the sound in the edit when you start talking.
- Don't overload the video with too many transition effects.
- A few graphic rules for subtitles:



Majuscules



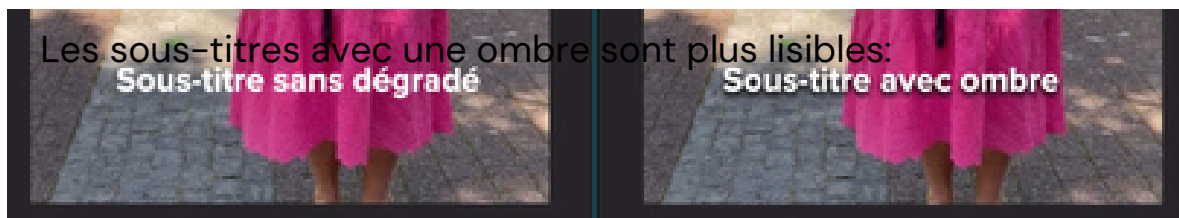
Boîte et inversion de couleurs



Sous-titres hauts et boîte transparente grise



Boîte pour les titres



Source: Produce videos quickly with your smartphone, Raconte Formations