



**VIDEO RECORDING
& EDITING TECHNIQUES**

DAY 05

REMINDER

Project Fee Payment Ends today.

Group (500) and/or personal (1k or 1.5k) Make your payment to:

Acct. No. 5410834620

Name: ICT SAED PROJECT

Bank: MoniePoint

Where possible, indicate Group Number, Roll Number or State code when making transfer or click <https://jomorc.com/ict-saed-payment/> to pay online with your ATM Card.





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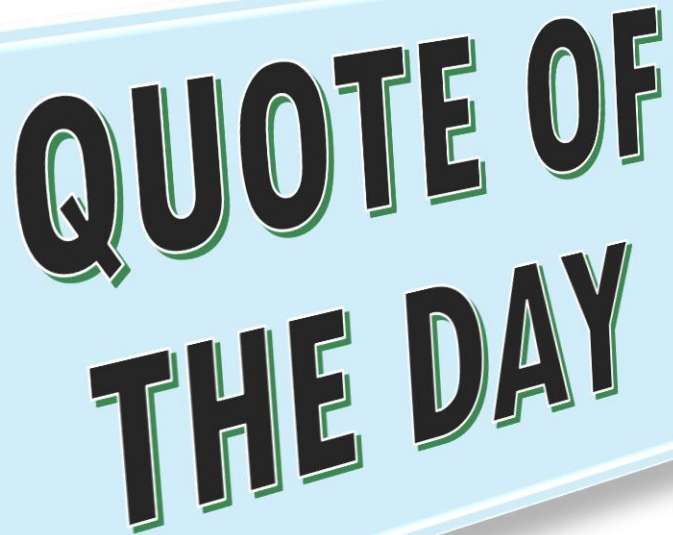
**BEFORE WE GET
STARTED TODAY,
LET'S HAVE A VISUAL
VIEW OF ALL THE 12
DIGITAL MARKETING
COURSES OFFERED BY
JOMO RESOURCE
CENTER.**

Follow these steps to view the courses:

1. Visit <https://elearn.jomorc.com/>
2. Scroll down and Click on “Computer & IT Courses”
3. Scroll down to view the list of the courses.
4. Click on Read More or Buy Now for more details or for check out.

DIGITAL MARKETING COURSES

S.N	COURSE	LESSONS	DURATION	PRICE ₦
1	Digital Marketing Fundamentals	31	4 Weeks	10, 000.00
2	Website Optimization & Marketing	60	8 Weeks	12, 000.00
3	Search Engine Marketing	28	4 Weeks	10, 000.00
4	Social Media Marketing	56	8 Weeks	12, 000.00
5	Content Marketing	30	4 Weeks	10, 000.00
6	Email Marketing	54	8 Weeks	12, 000.00
7	Digital Analytics and Reporting	28	4 Weeks	10, 000.00
8	Mobile Marketing	33	4 Weeks	10, 000.00
9	Online Reputation Management (ORM)	30	4 Weeks	10, 000.00
10	Artificial Intelligence in Digital Marketing	38	4 Weeks	10, 000.00
11	Content Creation and Copywriting	66	8 Weeks	15, 000.00
12	Affiliate and CPA Marketing	46	6 Weeks	12, 000.00



**QUOTE OF
THE DAY**

**While sprouting,
avoid family
responsibilities. It
is an effective
hindrance to
cumulative effort.**

SECTION 01: AUDIO TIPS & EQUIPMENT

Capturing quality audio is essential for producing professional-looking videos. Here's a guide to basic audio equipment and tips to help you achieve clear and crisp audio recordings:



01

MICROPHONES:

- **Lavalier Microphone (Lav Mic):** A small microphone that clips onto the speaker's clothing, providing hands-free operation and excellent voice clarity. Ideal for interviews, presentations, and vlogs.
- **Shotgun Microphone:** A highly directional microphone that captures sound from a specific direction, making it suitable for capturing dialogue and ambient sounds in various environments. Can be mounted on a boom pole or attached to the camera.
- **Handheld Microphone:** A versatile microphone held by the speaker, commonly used for interviews, presentations, and on-the-go recording. Provides good sound quality and control over audio capture.



02

AUDIO RECORDERS:

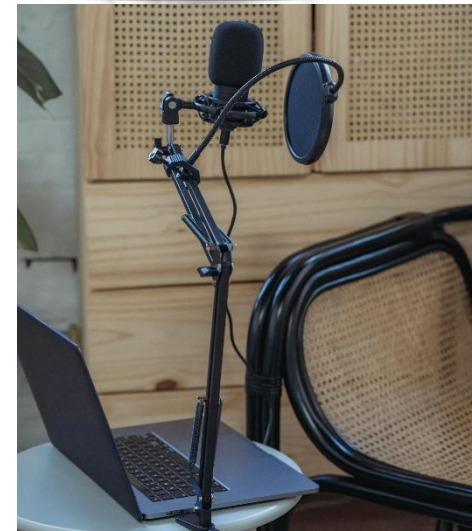
E.g, Portable Digital Recorder: A standalone device that records audio directly from microphones or line inputs. Offers high-quality audio recording and versatile connectivity options. Common brands include Zoom, Tascam, and Sony.



03

ACCESSORIES:

- **Windscreen/Deadcat:** A foam cover or furry windshield that reduces wind noise when recording outdoors. Essential for recording in windy conditions.
- **Boom Pole:** A telescopic pole used to position a shotgun microphone closer to the sound source while keeping it out of the frame. Ideal for capturing dialogue in film and video production.



TIPS FOR CAPTURING QUALITY AUDIO:

- 1. Choose the Right Microphone:** Select the appropriate microphone based on your recording environment and the type of sound you want to capture. Consider factors such as directionality, microphone sensitivity, and handling noise.
- 2. Control Background Noise:** Minimize background noise by choosing quiet recording locations and using directional microphones to focus on the primary sound source. Avoid recording near noisy appliances, HVAC systems, or traffic.



TIPS FOR CAPTURING QUALITY AUDIO:

- 3. Monitor Audio Levels:** Keep an eye on audio levels during recording to prevent clipping (distortion) or overly quiet recordings. Aim for peak levels between -6dB and -12dB to leave headroom for unexpected spikes in volume.
- 4. Maintain Proper Mic Placement:** Position microphones close to the sound source to ensure clear and intelligible audio. For lavalier microphones, place them approximately 6-12 inches below the speaker's mouth, clipped to clothing for optimal sound quality.



TIPS FOR CAPTURING QUALITY AUDIO:

- 5. Use Headphones for Monitoring:** Wear headphones while recording to monitor audio quality in real-time. This allows you to detect any issues such as background noise, clipping, or interference and make adjustments as needed.
- 6. Record Room Tone:** Capture a few seconds of silence from your recording environment to use as room tone during post-production. This helps maintain a consistent background ambiance throughout your video.
- 7. Perform Audio Checks:** Before recording, perform a soundcheck to ensure all equipment is functioning correctly and audio levels are set appropriately. Test microphones, check battery levels, and monitor for any unwanted noise or interference.



SECTION 02:

CAMERA MOVEMENT AND EDITING TECHNIQUES

Capturing quality audio is essential for producing professional-looking videos. Here's a guide to basic audio equipment and tips to help you achieve clear and crisp audio recordings:



CAMERA MOVEMENT TECHNIQUES:

1. **Pan:** Commonly used to follow action, reveal a new area, or create a sense of space. It is a horizontal movement of the camera from left to right or right to left.
2. **Tilt:** This is useful for revealing tall structures, emphasizing height, or transitioning between subjects at different elevations. It involves vertical movement of the camera up or down.
3. **Zoom:** Creates a sense of intimacy or isolation, emphasizing details or pulling back to show the bigger picture. It involves a change in focal length to magnify or reduce the size of the subject.



CAMERA MOVEMENT TECHNIQUES:

- 4. Dolly:** Adds depth and dimension to the scene, allowing smooth and controlled camera movement. It involves movement of the entire camera setup (camera, tripod, or rig) towards or away from the subject.
- 5. Tracking/Trucking:** Side-to-side movement of the camera along a horizontal axis, parallel to the subject's movement. It involves following subjects in motion, maintains framing, and creating dynamic shots.
- 6. Crane/Jib:** This is ideal for capturing sweeping, high-angle shots, or dramatic overhead perspectives. It involves vertical movement of the camera on a crane or jib arm.



BASICS VIDEO EDITING SOFTWARE:

- **Adobe Premiere Pro:** This is a Professional video editing software with a comprehensive set of tools for editing, color correction, audio mixing, and effects. It features a timeline-based editing interface for arranging and trimming video clips, adding transitions, titles, and effects and supports a wide range of video formats and integrates seamlessly with other Adobe Creative Cloud applications.
- **Final Cut Pro:** This is Apple's professional video editing software for macOS with advanced editing features, including magnetic timeline, multicam editing, color grading, and built-in effects. It is designed for fast and efficient editing workflows with support for high-resolution formats and optimized performance on Mac computers.



MOBILE VIDEO EDITING APPS:



▪ **Adobe Premiere Rush:**

- Offers a simplified version of Adobe Premiere Pro for mobile devices.
- Intuitive interface with essential editing tools like trimming, cutting, transitions, and color correction.
- Syncs projects across multiple devices with Adobe Creative Cloud.

▪ **iMovie:**

- Developed by Apple, iMovie is a user-friendly video editing app for iOS devices.
- Features include timeline editing, themes, filters, transitions, and audio editing.
- Supports 4K resolution and direct sharing to social media platforms.



MOBILE VIDEO EDITING APPS:



▪ **LumaFusion:**

- A professional-grade video editing app for iOS devices, offering advanced features and capabilities.
- Multi-track timeline editing, keyframing, color correction, audio mixing, and support for external storage and accessories.
- Ideal for serious videographers and content creators looking for a comprehensive editing solution on mobile.



▪ **Kinemaster:**

- A versatile video editing app available for both iOS and Android devices.
- Offers a wide range of editing tools, including multiple layers, chroma key (green screen), transitions, effects, and audio filters.
- Supports 4K video editing and direct sharing to social media platforms.



MOBILE VIDEO EDITING APPS:



▪ **InShot:**

- Popular among social media creators, InShot is a user-friendly video editing app available for iOS and Android devices.
- Features include trimming, cutting, merging clips, adding music, filters, text, and stickers.
- Offers support for various aspect ratios, making it suitable for creating content for different platforms like Instagram, TikTok, and YouTube.

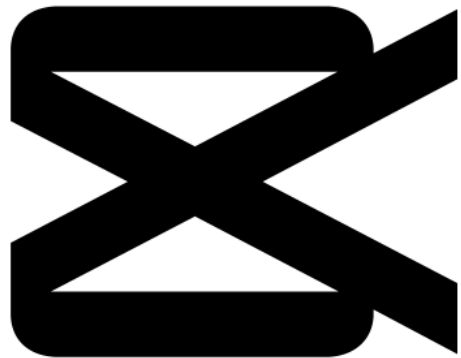


▪ **FilmoraGo:**

- Developed by Wondershare, FilmoraGo is a beginner-friendly video editing app available for iOS and Android devices.
- Offers a wide range of editing tools, including themes, filters, transitions, text overlays, and music library.
- Intuitive interface with drag-and-drop functionality and easy sharing to social media platforms.



MOBILE VIDEO EDITING APPS:



▪ **CapCut (formerly Viamaker):**

- A versatile video editing app developed by Bytedance (the company behind TikTok) for iOS and Android devices.
- Features include basic editing tools, filters, effects, transitions, and music library.
- Allows users to create and edit videos with a focus on quick and easy sharing to TikTok and other social media platforms.



BASIC EDITING TECHNIQUES:

- 1. Importing Footage:** Import video clips, audio files, and other media assets into the editing software's project bin or media library.
- 2. Timeline Editing:** Arrange video clips on the timeline to create a sequential narrative. Trim, cut, and rearrange clips to refine the timing and pacing of the video.
- 3. Transitions:** Add transitions between clips to smooth the transition from one scene to another. Common types include cuts, fades, wipes, and dissolves.
- 4. Adding Effects:** Enhance your video with visual effects, such as color correction, color grading, motion graphics, and visual filters.



BASIC EDITING TECHNIQUES:

- 5. Audio Editing:** Adjust audio levels, apply fades, and mix multiple audio tracks to ensure clear and balanced sound quality. Sync audio with video clips for precise timing.
- 6. Titles and Graphics:** Create and customize titles, lower thirds, and graphic overlays to provide context, identify subjects, or convey information to the viewer.
- 7. Exporting/Rendering:** Export the final edited video to a desired format and resolution for distribution. Choose appropriate settings for online sharing, broadcasting, or archival purposes.



EXERCISE:

Execute the following the projects using lessons from Day 4-6.

1. A video documentary of SAED Activity on camp
2. A video documentary of Corps Entrepreneurs on camp
3. A video documentary of SAED Facilitators & Staff



Q & A
SECTION

