

# How to make in-house videos for free

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Webinar

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# Interact experience with the free tools

We use variety of tools to make videos for:

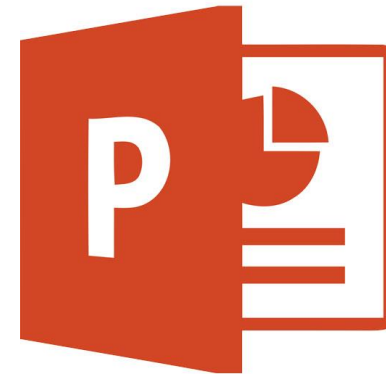
- Thematic networks
- EC Day – 66 videos
- Online learning platform
- Social media content
- Other



# PowerPoint

## Key features:

- You already have it
- You already know how to use it
- Just save your PPT as MP4 file
- Use for very short videos, with very little text



## Pros:

- ✓ Very easy and intuitive
- ✓ Full customisation of fonts and colours
- ✓ Easy to edit, collaborate and exchange

## Cons:

- × Only text and 2D graphics – no footage
- × Only for short videos – can get boring

# Biteable

## Key features:

- Find it here: <https://biteable.com>
- Incredibly simple to use – templates
- No download needed
- Great for “explainer” videos



## Pros:

- ✓ Very easy to use
- ✓ Audio library – great selection
- ✓ Very rich collection of templates
- ✓ Easy share on social media

## Cons:

- × Templates restrict editing options
- × Cannot download in free version
- × Cannot upload your own footage in free

# ScreenCast-o-matic

## Key features:

- Records activity on screen - screencasts
- Find it here: [screencast-o-matic.com](http://screencast-o-matic.com)
- Need to download and install + Google log in
- Great tool for making tutorials.



## Pros:

- ✓ Very user friendly
- ✓ Record Screen and/or Webcam
- ✓ Trimming tool integrated in free version
- ✓ Save on desktop or publish on YouTube

## Cons:

- × Limited to 15 min. recordings in free
- × No sound recording in free version

# Blackmagic Design - DaVinci Resolve

## Key features:

- Great alternative to Adobe Premiere
- Need to download and install:

[www.blackmagicdesign.com/products/davinciresolve](http://www.blackmagicdesign.com/products/davinciresolve)

- Loads of professional features



## Pros:

- ✓ Free version includes tools for: editing, visual effects, motion graphics, colour correction and audio post production
- ✓ Not hard to learn for basic needs

## Cons:

- × Takes some effort to learn

# Useful resources for video making

Music and sound effects: <https://www.youtube.com/audiolibrary>



Stock images and footage: <https://www.pexels.com>



Cut videos: <https://online-video-cutter.com>



Cut audio: <https://audio-cutter.com>



Summarise your text: <https://resoomer.com>



Check your grammar: [www.grammarly.com](http://www.grammarly.com)



# Useful resources for video making - bonus

Windows Voice recorder (you probably have it pre-installed):



DaVinci Resolve official tutorial for beginners:

<https://www.youtube.com/watch?v=oEuFP7U7tB8>



Technique for making a script for longer tutorial videos:

1. Use “Dictate” option in “**Microsoft Office Word**”, and speak freely about what you want to show/teach/present.
2. The “Dictate” will turn your speech into a messy text – edit it
3. Run the revised text through “Resoomer”
4. Run the text through “Grammarly”
5. Fine tune as needed



Don't type. Talk.



# How to make your free video stand out?

## 1. Make sure you need a video

- What is the goal?
- Is a video the best tool for that goal?
- Consider other communication tools



# How to make your free video stand out?

## 2. Keep it short

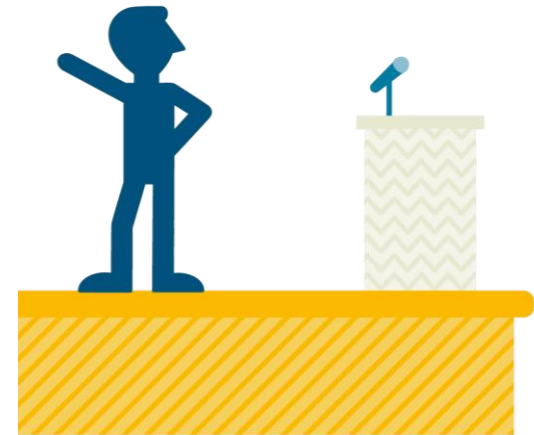
- One clear message (sign up, visit event)
- From a few seconds to a few minutes
- If you need more time, use other tools



# How to make your free video stand out?

## 3. Avoid “talking heads”

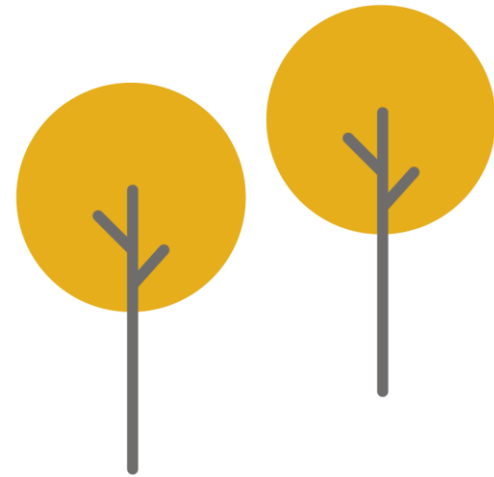
- You know, boring interviews
- Consider summaries, with quotes
- Use video to “SHOW” something  
(not talk about something)



# How to make your free video stand out?

## 4. Don't overuse stock materials

- Stock can make video look generic
- Stock often doesn't fit
- You can make better yourself



# How to make your free video stand out?

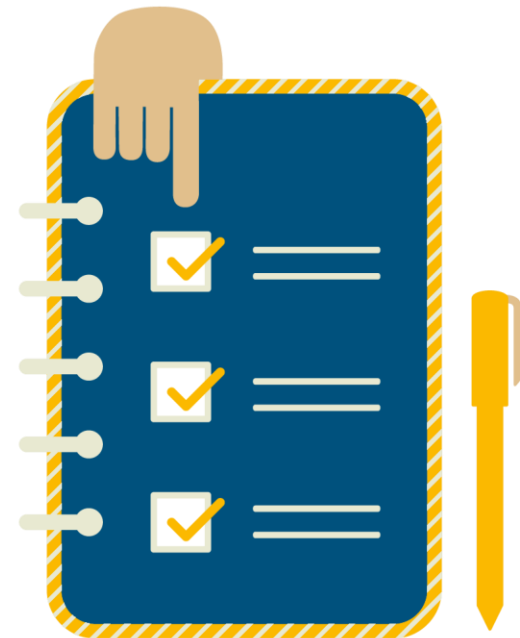
## 5. Choose the right music and visuals

- Fitting for the message
- Not distracting
- Carefully edited



# How to make your free video stand out?

1. Make sure you NEED a video
2. Keep it SHORT – up to 2 minutes
3. Avoid “talking heads”
4. Don’t overuse stock footage
5. Choose the right music and visuals



# Questions and answers – part 1 of 2

Q: When making PowerPoint video, can we use transition effects?

A: Yes, all transitions and animations available in PowerPoint will play out in the video, according to the timings and order set in the original file.

Q: Isn't Moovly still free if you publish directly on YouTube?

A: It is possible only during the limited trial period.

Q: Can you insert images in free Biteable videos?

A: Yes, and there are many free templates for this.

Q. Can we use other languages in Biteable?

A. Yes, but test different typefaces to see which one looks best.

Q: Can we cut just a middle part of a song in Audio Cutter?

A: Yes, you can select a very specific part of a song, with exact duration you want.

# Question and answers – part 2 of 2

Q: How to add the sound to a free Screencast-o-matic recording?

A: Record the audio in Windows Voice recorder, then combine the screencast and the audio file in DaVinci Resolve.

Q: Any tips on how to use smartphone to record videos at events?

A: Use full HD option for file size, record in horizontal, use a simple tripod or other way to stabilise the phone while recording, be aware of the background of your shots, and look for well-lit scenes.

Q: How to do the testimonial videos, so that we avoid the “talking heads”?

A: Record full interview, then cut and edit the most important parts, and overlay it with recordings of/from the project (concrete examples of what the interview is about).

Q: How to download from YouTube?

A: <https://www.onlinevideoconverter.com/pt/youtube-converter>  
or [www.streamable.com](http://www.streamable.com)



# Cooperation works

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All materials will be available on:

[www.interact-eu.net](http://www.interact-eu.net)