

How to make in-house infographics and videos to promote Capitalisation

Cap&Com 4 - Workshop

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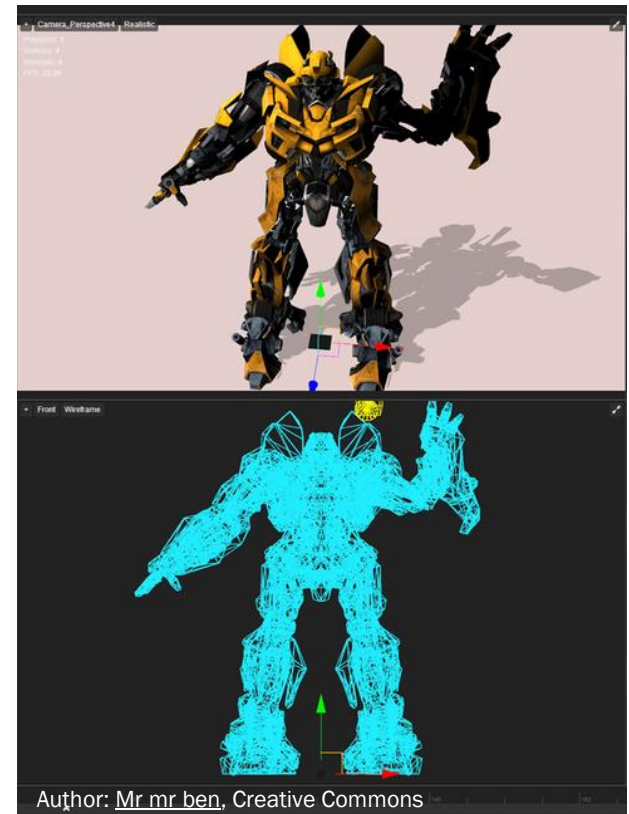
Typical excuses for NO in-house design

- “My computer is a ‘potato’”
- “The software is expensive”
- “The programs are too hard”
- “We don’t have a camera”
- “We don’t have the time”
- “We can outsource”
- “We don’t know how”



Fun fact about video processing - render

- CGI: Computer Generated Image
- 1 CGI frame - 12 hours to render
- 45 frames per second
- 540 hours per second
- 800K dollars for 10 min.
- 2M dollars in an episode of Game of Thrones
- Sometimes not worth it...





**What you really need is a
good story...**

The excuses are NOT valid anymore

- “My computer is a potato” → • Cloud computer processing
- “The software is expensive” → • Great free options available
- “The programs are too hard” → • Some are as easy as Lego
- “We don’t have a camera” → • You have a phone, right?
- “We don’t have the time” → • You don’t need a lot of it
- “We can outsource” → • Takes long and expensive
- “We don’t know how” → • Welcome to the training!

Interact and the free tools

We use them all the time:

- Thematic networks
- EC Day – 67 videos
- Online learning platform
- Social media content
- Publications, etc.



Infographics

Free tools and tips



Piktochart

Key features:

- Infographics design tool;
- Find it here: www.piktochart.com;
- No download needed + Facebook/Google log in;
- Built-in interactive graphs/charts - fully customisable.
- You can also use it for: online presentations and posters.



PIKTOCHART
Picture the Difference

Pros:

- ✓ Free version available;
- ✓ Very user friendly;
- ✓ Top quality free templates;
- ✓ Easy to export and embed in a website.

Cons:

- × Only 40 MB of free image storage;
- × 5 free designs

Canva

Key features:

- Versatile graphics design tool;
- Find it here: www.canva.com;
- No download needed + Facebook/Google log in;
- Great for making visuals for social media;
- Also great for social media content in general



Pros:

- ✓ Free version available;
- ✓ Very user friendly;
- ✓ Lot's of thematic templates;
- ✓ Lot's of free photos/illustrations;
- ✓ <https://www.canva.com/learn/how-to-create-an-infographic-design/>

Cons:

- × "Search" shows only paid content;
- × Need to upgrade to upload fonts.

How to make your infographic stand out?

1. Make sure you **NEED** one
2. Use **VERY LITTLE** text
3. Simplify the design
4. Combine with other tools
5. Go digital and interactive



Videos

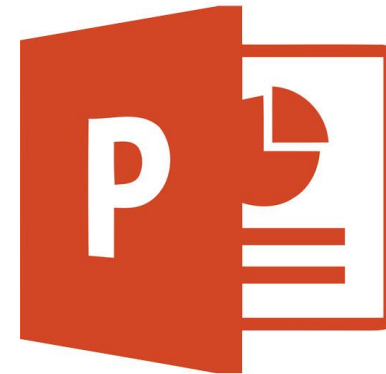
Free tools and resources



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
- ✓ Use transition effects

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
- ✓ Rich collection of templates
- ✓ Easy share on social media
- ✓ Insert your photos and images

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
- 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
- Loads of professional features
- Tutorial for beginners: <https://www.youtube.com/watch?v=oEuFP7U7tB8>



Pros:

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

Cons:

- × Takes some effort to learn

Why the music matters - exercise

Listen (with your eyes closed) to the two videos, promoting two products:

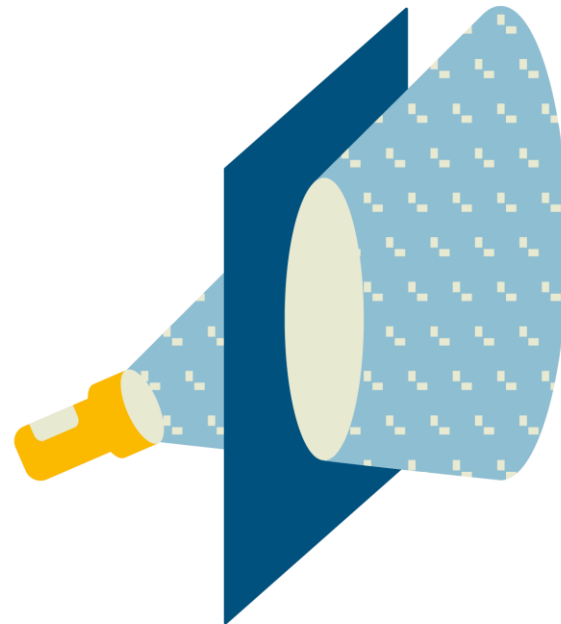
1. <https://www.youtube.com/watch?v=krRRskzHWFE> – 1 min
2. <https://www.youtube.com/watch?v=AuqwhneI2pY> – 2 min

Compare the two and answer the following questions:

- Which age group does each video target?
- Which one is more expensive?
- How can you tell?

How to make your free video stand out?

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



Free resources

For videos and infographics



Useful resources for creative work

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



Download from YouTube: <https://www.onlinevideoconverter.com/pt/youtube-converter>

A trick for making a video script:

1. Dictate to Windows voice recorder what you want to explain



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



Cooperation works

All materials will be available on:

www.interact-eu.net