



## VIDEO PRODUCTION | TUTORIAL

To submit projects for participation in the 15th FETEPS, it is mandatory to produce a video **of up to 3 minutes** in pitch format to present the idea, proposal, and solution of the project.

Emphasizing the quality of video presentations, we have prepared this tutorial to assist in this production. Our goal is to guide on how to produce an attractive video that provides necessary information about the project and adequately promotes the idea of the students involved.

To develop a good video, it is necessary to go through several steps:

1. Video Planning;
2. Scene Selection;
3. Equipment Selection and Definition;
4. Video Scripting;
5. Posture Adjustment;
6. Recording;
7. Editing.

We will detail each of these steps below.

### 1. VIDEO PLANNING

You and your team have already planned the project and know why, how, and for what purpose you are in this development. Now you will have to synthesize this entire process of conception, development, and results. Don't despair; remember that movie trailers and TV commercials tell a story in a short time and are still effective because they were well planned.

Write succinctly on paper the goal you want to achieve with the video, what materials will be needed (e.g., phone, camera, microphone, uniform, model, etc.), when, and who will be responsible for each part of the production.





## 2. SCENE SELECTION

Before recording the video, select a well-lit location (scene) with minimal background noise. If possible, choose a place with few details or strong colors in the background so that the group's actions are highlighted.

Avoid dark environments as they make details hard to see.

Record in a location related to the project idea.

## 3. EQUIPMENT DEFINITION

Currently, there are various technologies for high-quality audiovisual content production. The most common are digital cameras and smartphones. When selecting equipment, consider the camera resolution and the quality of the audio it captures.

Care for sound quality is essential. If using the camera's built-in microphone in the "presenter speaking to the camera" format, record in a quiet environment with good acoustics. For recording in a very noisy environment, use microphones to capture the presenter's voice.

## 4. VIDEO SCRIPTING

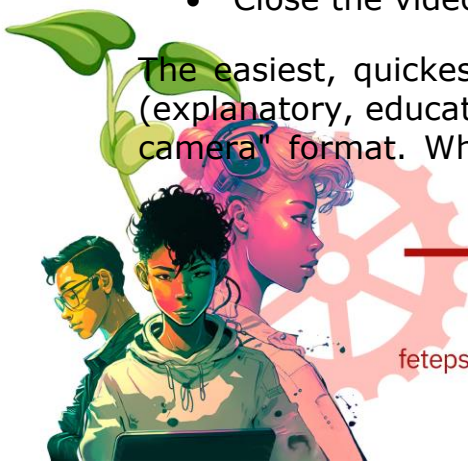
Scripting is the creation of a narrative document used as a guideline for videos. The script should present an outline of the narrative that, through images and sounds, will convey the content.

When writing the script, present the project's content in a structured way to enhance the viewer's understanding.

Think about the video content development in the following way:

- Product or service name created;
- Target audience;
- The need the audience has to solve a specific problem;
- How it was created;
- The differentiator;
- Social, economic, and environmental impacts;
- Close the video by talking about the benefits and advantages.

The easiest, quickest, and cheapest way to record a video of this genre (explanatory, educational, informative) is in the "presenter speaking to the camera" format. When scripting, consider this presenter and their lines.





Still, nothing prevents you from using other resources, such as off-screen narration (without the person appearing in the video), soundtrack, and animation, among others.

Use straightforward language and terms easy for laypeople to understand. To help, here is a template for a Pitch format video that you can use:

Hello! We are (team and institution presentation).

Our project is (project name), which aims to (list the main objective with the Sustainable Development Goals - SDG). It is designed for (target audience) that (needs of the audience/identified problem). The (product/service) is a (product category) that (benefit for the user), unlike (name competition), our product (describe the significant innovation/differentiation of the product/service). To achieve this, we built it as follows (briefly present how it was done).

(Close the video).

## 5. POSTURE ADJUSTMENT

If the video is in the "presenter speaking to the camera" format, be mindful of vocabulary. Do not let elements in the background distract more than the project itself, and do not use clothing and/or makeup that distracts the viewer.

Read the regulations carefully to avoid doing something that could disqualify you and your team.

## 6. RECORDING

During recording, use the camera's automatic adjustment to avoid problems with lighting, and stabilize the camera with a tripod or other support. Do not use walls as a background. Ideally, the distance between the presenter(s) and the background should be at least 1 meter to avoid shadows and create a sense of depth.

In the "presenter speaking to the camera" format, it is recommended that the characters in the video be framed just below the elbow.

Be careful not to film against the sun or other intense light sources. The character of the video should face the main light source, not the camera lens.





## 7. EDITING

After completing the video, use video editing programs if necessary. There are various tutorials on YouTube on how to edit videos in these programs. Include a caption in the video with the project name, category, and the name of the educational institution (Etec, Fatec, another institution).

Save the file in AVI or MPEG format and upload it to YouTube. Copy the video link and place it on the Feteps platform.

## Organizing Committee 15th FETEPS

