AUDIOVISUAL HANDBOOK

2023/2024

elsa

The European Law Students' Association

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Foreword

Dear Marketers,

Content in the form of videos, whether short and catchy, such as on-trend reels or longer and more informative, is the future of social media marketing.

This manual aims to summarise all the information taught at Internal International Meetings and informative calls.

Only some officers can participate in these calls or meetings, so the following pages are intended as a guide for local and national officers to create and edit professional mobile phone videos.

This Handbook is divided into two parts: The first deals with filming videos. The second part deals with editing videos as an excellent promotional tool for ELSA's public image.

At the end of the second section, you will find helpful tutorials for video editing with Canva.

We hope you enjoy reading and wish you success in creating compelling promotional videos!
Huge thanks to our Assistants for Marketing - **Alexa Stojkov** and **Lydie Restauari;** Assistant for Knowledge Management, **Olha Shcherbak;** and Assistant for Graphic Design - **Maleyka Jafarli.**

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Part One
Recording a video

Landscape

The very first thing about recording videos (if they are not for Instagram or Facebook stories) is to record them in landscape mode (horizontal) instead of portrait mode (vertical).

Recording videos in the landscape will not only prevent you from having two black blocks on the sides, but it will make it more aesthetically pleasing and easy to watch on a widescreen.

portrait mode   landscape mode
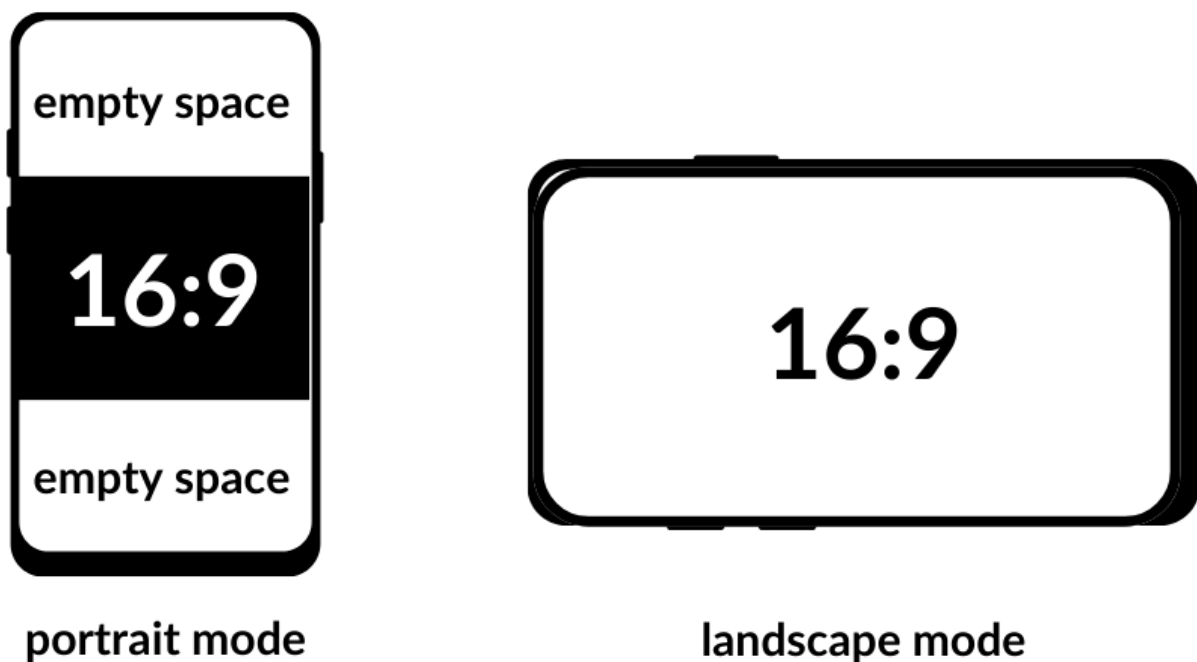
Stabilising the Smartphone

Even if you have steady hands, using a tripod to stabilise your footage is essential in creating a professional video. Most cameras can be used with basic tripod, and there are adapter clips for smartphones that can work with these tripods, too.

If you do not have a tripod to stabilise your smartphone, try using a selfie stick to give a similar effect.

But remember that having a tripod also means you can use both hands!

Lighting

Using a flashlight from your camera can give an 80s effect to a video. If you do not have sources to build up a lighting kit in front of your camera, Sunlight is the most helpful lighting source you can use for free!

Facing the natural light while recording will give you the best results. Never have the window behind you; you'll be left with a silhouette.

Exposure and Focus

Smartphones are great at detecting and adjusting exposure, but whilst recording videos, you might need help with issues if you leave all the work to your smartphone.

To prevent over-exposure and being out-of-focus, you can manually lock the desired level of exposure by tapping on the subject on your screen.

Audio

Bad sound quality has the power to ruin your efforts. Smartphones are designed with low-quality microphones, and they pick up any sound from the background instead of focusing only on your voice. However, taking a few necessary steps to increase quality will eliminate the need to carry a sound studio with you.

To have the best quality of audio and to reduce interfering sounds, the easiest thing you can do is to pay attention to the environment where you are recording.

Secondly, you should mute your smartphone so that it does not get interrupted by your notifications.

Third and foremost, consider investing in a portable microphone.

Look your best

After ensuring your camera lens is clean, the last thing you have left to do is get in front of the camera and start recording.

[● REC]

Remember, being confident is the key!

Part Two

Onto

The Audiovisual

First things first

What is essential to keep in mind when creating a video?

1. Hook the audience

The first seconds of the video need to **hook the audience** - by establishing a knowledgeable position/showcasing grandiosity, having an intriguing construction, emotional connection and/or quick cuts.

2. Pitch it!

After the first point is concluded, you must make the **best offer** to the audience.

3. Call for Action

The last part of your video shall now **trigger** the audience to **act.**

Announce what actions you want your target audience to do, and make the action simple and easy. Include clear information on how to proceed.

The Essentials of Audiovisual Creation

Light and Camera

- Bright room or appealing shoots with different contrasts
- Camera quality and orientation

Quality of the shots

- Appealing shoots with different contrasts
- Quick shots
- If possible, avoid stock videos; otherwise, check the copyrights
- Camera quality and orientation

Audio

- Royalty free music
- Quiet place for recording
- Corporate/adequate for the context of the project being promoted
- Fast-paced and/or with a build-up that fits the start-middle-end of the video

Catchy Opening

- Quote
- An appealing combination of video clips and music
- Fast-paced - hack your audience's brain

Accommodation

- Capable of triggering the interests of your audience
- Short key points or words
- Make it accessible enough that the audience sees it as an actual option
- Consider adding subtitles to make it more accessible/some will watch the video without the sound

Relatable

- Adapt info to the interests of your audience
- Short key points or words
- Make it approachable

Adapt the content

- Adjust the size of your video according to the platform you will be posting on
- On Instagram, prioritise vertical videos (Reels)
- Make it short (if it is a teaser, informative video about a project, an after-movie, etc.)

Clarity

- Guide the audience on how to proceed
- Facilitate access to information
- Demonstrate approachableness for possible questions

Possible problems to consider

Videos are easy to understand, short and fast, with colourful content and infinite scroll. They are on their way to becoming the king of social media content. However, while creating these videos, a couple of possible issues might need to be tackled.

Time-consuming to make

Working with audiovisuals can take more time and effort than creating graphics. Consider this while building your marketing plans beforehand and **dedicate enough time** to their creation.

You have to worry about the audio

The correct choice of audio is crucial to make the videos more engaging and exciting to watch. However, finding the proper copyright-free audio can be challenging. Consider checking and even having subscriptions on websites such as **Epidemic Sound, Pixabay, Audio, YouTube Library,** etc.

It takes some time to master the skills

Creating audiovisual materials can initially seem complicated and requires some time to master the needed skills. There are also very few templates to be used, and the existing ones can be hard to implement into the brands of ELSA projects. However, having a tailored transition, doing research and practising enough can help with that problem.

Remember that creating audiovisual content is fun, which takes lots of creativity, and it is only a matter of time before you have all the necessary skills!

Branding

Do not forget to follow the general Corporate Identity and Branding rules of ELSA and the related project(s) - they also apply to videos! All these rules can be found in the Decision Book/Brand Book of ELSA at officers.elsa.org anytime.

But when it comes to animate the **ELSA logo,** keep one thing in mind. The Brand Book states: "Do not animate, colour, rotate, skew, or apply effects to the logo. Do not separate the elements. It is permitted only if the logo is used in **a dynamic setting such as videos**, gifs, or moving pictures provided that the logo is used **in its right form at least for one second."**

Software/Tutorials on how to create good promotional Videos

When choosing our working tools to create audiovisuals, we're facing a broad variety of products:

- Adobe Premiere

- Microsoft Windows Live Movie Maker

- iMovie

- Avidemux

- Final Cut Pro

- DaVinci Resolve

- Canva

How to make a promo video:

[How to make a promo video (that'll wow your customers)](#)

Canva Video Editor - COMPLETE Tutorial for Beginners!:

[Canva Video Editor - COMPLETE Tutorial for Beginners!](#)

Canva as Mobile Video Editor:

[FULL Beginners Guide to Canva's Mobile Video Editor](#)

Overlay Tutorial:

[How to ADD Videos and Pictures over other Videos in Canva | [FREE] OVERLAY](#)

Canva Tips and Tricks:

[15 Genius Canva Hacks In Under 10 Minutes](#)