

Chatham Artists Guild

Shooting Video, Uploading to YouTube, and Adding to Your Profile Page

Vince Pitelka, 9/2021

As a part of our redesigned website, we are asking members to shoot short studio videos. The primary one is a brief tour of your studio with you providing narration. You have the option to add additional videos of you working and talking about your work. If you are going to be on the studio tour, you may wish to focus your video specifically on the tour, but that will mean replacing it with a general studio video once the tour is over. Perhaps it is better to shoot a video introducing people to your studio without mentioning the tour.

As an option, you can add additional videos showing you working in your studio and discussing the techniques you employ in your work. You will upload these videos to YouTube or Vimeo, and once they are online, copy the URL (web link) for each video. The URL is the only thing you will enter on your CAG profile page. Once you enter the video URL on your profile page and click "Submit Changes" at the bottom, your video will appear on your profile page, and will periodically appear on the "Our Artists" page.

You will notice that on the "Our Artists" page on the website, there is a scrolling slider of CAG artist videos. In order for your primary video to be included, you must send the YouTube or Vimeo web link to website@chathamartistsguild.org. Once we receive it, our webmaster will add it to the sequence of videos that appear on the "Our Artists" page.

- Some of you are already familiar with shooting videos and uploading to YouTube or Vimeo, but please read the following in order to make all of our videos fairly consistent.
- Most of you will shoot the videos with a phone. Any smart phone can shoot high-quality video.
- iPhones shoot videos in .mov format, one of the most common uploaded to YouTube or Vimeo. Other formats accepted by YouTube are MPEG4, MP4, AVI, WMV, MPEGPS, FLV, 3GPP, WebM, DNxHR, ProRes, CineForm and HEVC (h265).
- ***Shoot the video with your phone held horizontally rather than vertically.*** That gives the best aspect ratio for YouTube. If you hold your phone vertically, there will be areas of black filler on either side of the resulting video, and the image will be much smaller on any screen.
- For best audio quality, consider getting an inexpensive clip-on lavalier microphone like the "PoP Voice 16 Feet Single Head Lavalier Lapel Microphone Omnidirectional Condenser Mic for iPhone Android & Windows Smartphones" from amazon for \$12. It will give better sound quality than the mic in your phone or camera, and that's especially important when filming yourself talking. If you rely on the built-in mic in the phone or camera in that case, it can give a hollow, distant sound quality. The mic mentioned above has a 16-foot cord, which can be coiled up in your pocket when walking around filming your studio, and then uncoiled when filming yourself talking.

- Watch the elapsed time on your phone as you film, and try to limit each video to around two or three minutes.
- With careful planning, you can fit plenty of quality information in a short video. Don't rush or move quickly. Include what the viewer will want to see – things that will seem interesting and will enhance the viewer's understanding of you and your work.
- When filming your studio, move the phone or camera slowly and smoothly and try to remain relaxed. If you wish and if it is convenient, have someone else do the shooting so you can be in the video.
- People want to see you working or showing your studio, but only if you remain calm and welcoming. In the narration, say only what you are comfortable saying.
- For the video of you doing your artwork, use a tripod. If you don't have a camera tripod with a holder for your phone, consider getting an inexpensive mini-tripod from Amazon, like the [GripTight ONE GorillaPod Stand](#) or something similar. As mentioned above, if you are talking while you film yourself working, you will get much better audio quality by using an inexpensive lavalier mic rather than the built-in mic in your phone or camera.
- Make sure you have good lighting.
- Don't shoot with a window or other bright light source behind what you want the viewer to see, because that will cause the subject to appear very dark.
- Plan and rehearse your video to decide what you can reasonably fit in the allotted time.
- Shoot practice videos and look at each one to see what needs to be improved.
- Have someone else view the videos and give feedback.
- The default video resolution on most phones is 1080p, which means 1920 by 1080 pixels, and that is appropriate for YouTube/Vimeo videos. Make sure that your phone is not set at a resolution higher than 1080p. To check the video resolution on an iPhone, go to "settings," scroll down to and click on "camera," click on "Record video" and make sure it is set on 1080p. These instructions may differ slightly for newer or older models. If you have an android phone, Google how to check video resolution setting for your model of phone.
- If you plan your videos carefully and start and stop gracefully, they will not need editing. If you want results that seem more professional, consider editing your videos to combine separate clips and remove any portions that do not work out well, or to add graphics, additional commentary or music. You can also just have music playing in the background while shooting your videos. Macs come with Apple iMovie video editing software. The free OpenShot video editing software available at <https://www.openshot.org/download/> is rated among the best easy-to-use video editing software for beginners. **At the download page, do not click on "Install Driver Update" or "Continue to Download."** If you have a Windows computer, click on "Windows 64-Bit Installer." If you have a MAC or other system, click on the appropriate button directly below and then click on the large bar. OpenShot is very versatile and easy to use, including adding dialogue or music to video footage you have already shot. If you run into any problems while using OpenShot, please let me know and I can help you with it (vpitelka@dtccom.net).

- Don't upload a video to YouTube or Vimeo until you are satisfied with it. It's not that much trouble to re-shoot a video. Make sure you are happy with your video before uploading it.
- When you are ready to upload, go to YouTube and sign into your account or create an account if you don't have one.
- This video shows how to upload your video to YouTube – <https://youtu.be/6C4dEpT0rYg>
- When you upload a video, YouTube will initially process it in low resolution. When the upload is complete, your video will be available to stream in low resolution. Once high-resolution processing finishes, which can take an hour or more, the video will be available on YouTube in high resolution.
- Once your videos are accessible on YouTube, copy the URLs (web links) and add them to your profile page.
 - Go to the CAG website, and under artists, click "Member Login."
 - Enter your login credentials and click "login."
 - Once you are logged in, click "View and Edit Your Artist's Profile."
 - At your profile page, click "Edit Your Profile Page."
 - Scroll down and you will find the spaces to enter your featured video and any additional videos.
 - Make sure that the featured video is the one that provides a general introduction to your studio. As mentioned, that video can focus on the studio tour through the fall season, but only if you replace it with a general studio-introduction video once the tour is over.
- **REMEMBER:** In order for your primary video to be included in the scrolling slider of videos on the "Our Artists" page of the CAG website, you must send the YouTube or Vimeo web link to website@chathamartistsguild.org. Once we receive it, our webmaster will add it to the sequence of videos.
- If you have questions, please contact me at vpitelka@dtccom.net.