# multiclimact

# MULTICLIMACT Video Training Course

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# Overview of the Task

**WP12 - Communication and Dissemination strategy**

**Subtask T12.1. Mobile-phone style videos**

- Starting in year 2  (Month 13 – Month 42)
- Short "mobile phone style" videos (non-professional!) around 60 seconds
- Informing about the project's progress and objectives
- Delivering an "insight glimpse" into the project
- Uploaded to social media (X, LinkedIn) and YouTube, MULTICLIMACT website

# Overview of the Task: Video Sample

# Overview of the Task

**Target Audience: All target audiences are possible!**

- Video made at a citizen engagement event ➤ citizens

- Video made at a policy workshop ➤ policy makers

- Video presenting a scientific publication ➤ scientific community

# Overview of the Task

- **10-15 mobile-phone style videos produced by project partners**
- **First 2 videos available**
  - Demo Site in Delft, The Netherlands
  - Demo Site in Camerino, Italy
- **Goal**
  - One video every 1 ½ - 2 months
  - Achieve very high social media activity
  - Increase visibility and awareness of the project

# Video Production: Content

**What should the videos look like?**

- 30 seconds to 2 minutes

- Filmed with a mobile phone (or another camera, but no professional setup needed)

- With spoken text, voice over, subtitles or music in the background

- Informative and entertaining

- English (if possible) or local languages (+subtitles)

# Video Production: GDPR

Make sure that all people in the video **have given their consent** to be filmed

- Inform about videos during registration
- Check with your company's GDPR specialist
- Respect country-specific GDPR-requirements
- In public: avoid showing people's faces
- Make sure there's no copyright issues
- Place a sign at events (template in the next slide)

➡ Please send all videos to Alparslan and Ekaterina (via email or mail drop / wetransfer.com)

- alparslan.akkus@steinbeis-europa.de
- ekaterina.korobovich@steinbeis-europa.de

# General Data Protection Regulations

**Photo and video recording during the event**

[*Insert organisation name*] organises the event and takes photos and videos. The participant's consent includes the right of [*Insert organisation name*] to use or have these recordings used for advertising and non-commercial purposes in print and online media, including social media. If the participant does not agree in individual cases with photographs and filming of his or her person, we ask for an immediate reference to the photographer or cameraman.

For use at public events, e.g. citizen engagement activities

# Video Production: Content

There are no hard rules as to what you can film, as long as the video is related to MULTICLIMACT

**Fairs and exhibitions:**

- Record a short video of yourself or your colleagues exploring the event
- Showcase the exhibition hall, stands, and booths
- Interview an exhibitor for quick insights
- Highlight key materials like flyer stands
- Do a live recording of an interesting session

# Video Production: Content

**Internal workshops/meetings**

- Film the room or table with team discussions in action
- Introduce the setting: *"Today, we are in Bilbao for our MULTICLIMACT General Assembly, bringing together partners from all WPs to discuss project progress."*

**With your local team**

- Capture your team in front of the project roll-up
- Show a fun clip of how you set it up or "roll it up."

**Citizen engagement or collaboration events**

- Visit your implementation/construction site and give a visual tour

# Video Production: Software

**What are some tools/software that I can use to edit a video?**

- We suggest to use the app "InShot" (freely available on android and apple) for mobile devices

- For desktop use we suggest "Clipchamp"

- But you can use any other software that you wish as well!

# Video Production: Inshot

Download device of your choice

- App Store            Google Play Store
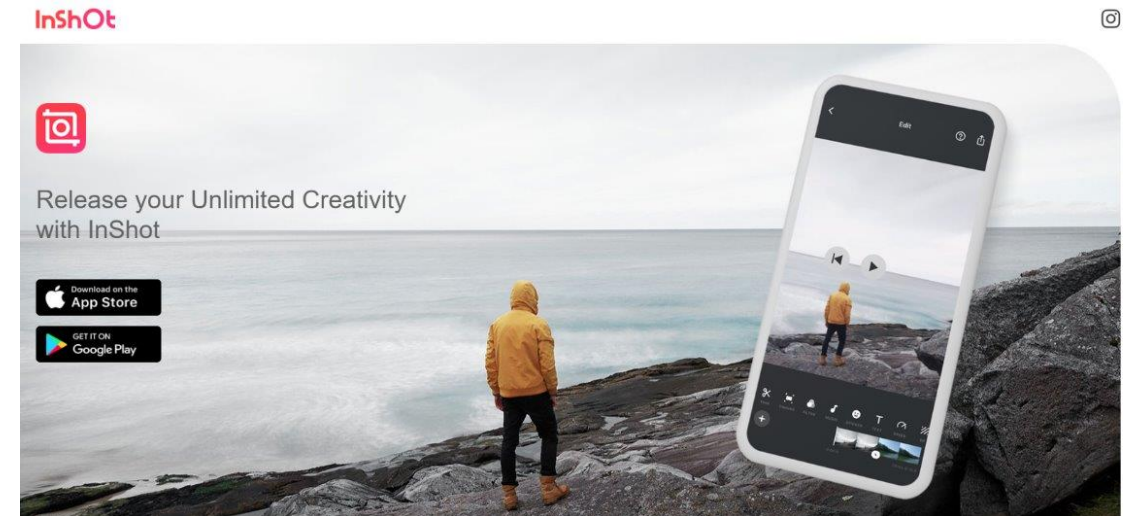
# InShot Training

1. Record a video with your phone (not the InShot app)
2. Open the App     3.Click "VIDEO" -> "NEW"     4.Select pre-recorded video
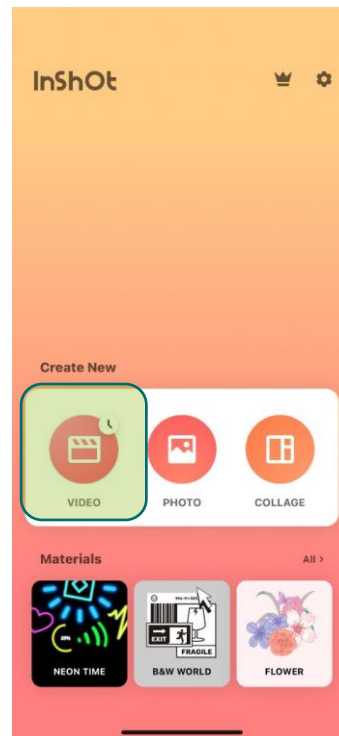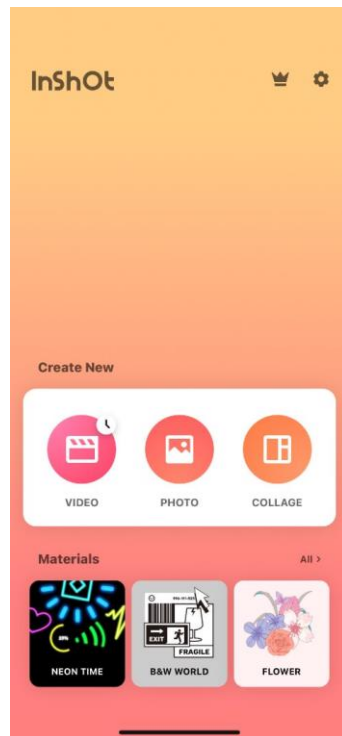


Button turns green, click it ☺

# InShot Training

**5. Video appears in InShot App**
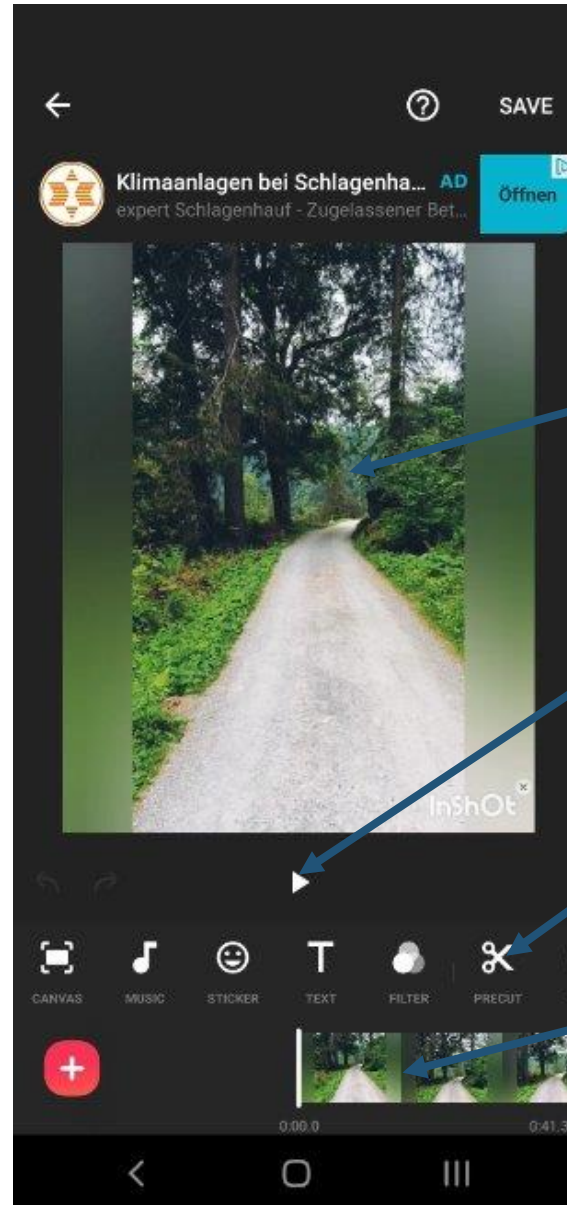


Video

Play button

Different effects, e.g. filters, stickers, emojis, text

Choose specific time within video

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# InShot Training

## 6. Click „CANVAS" to select format

Different frames depending on what platform you will be posting on

Always click here to "confirm" selection



X          YouTube  LinkedIn

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# InShot Training

## 6. Click „CANVAS" to select format

Different frames depending on what platform you will be posting on

Since we will upload all videos to YouTube and then cross-post to Twitter or LinkedIn, it is best if you record all videos in landscape and then format them to 16:9
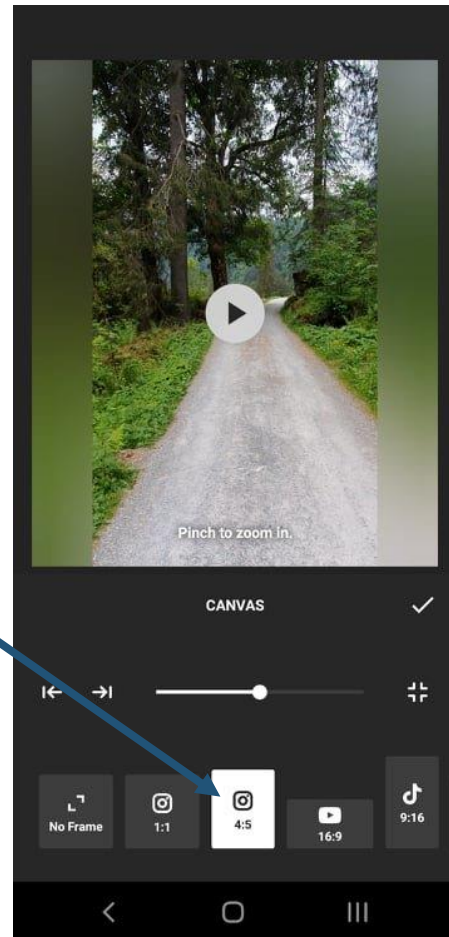
Always click here to "confirm" selection
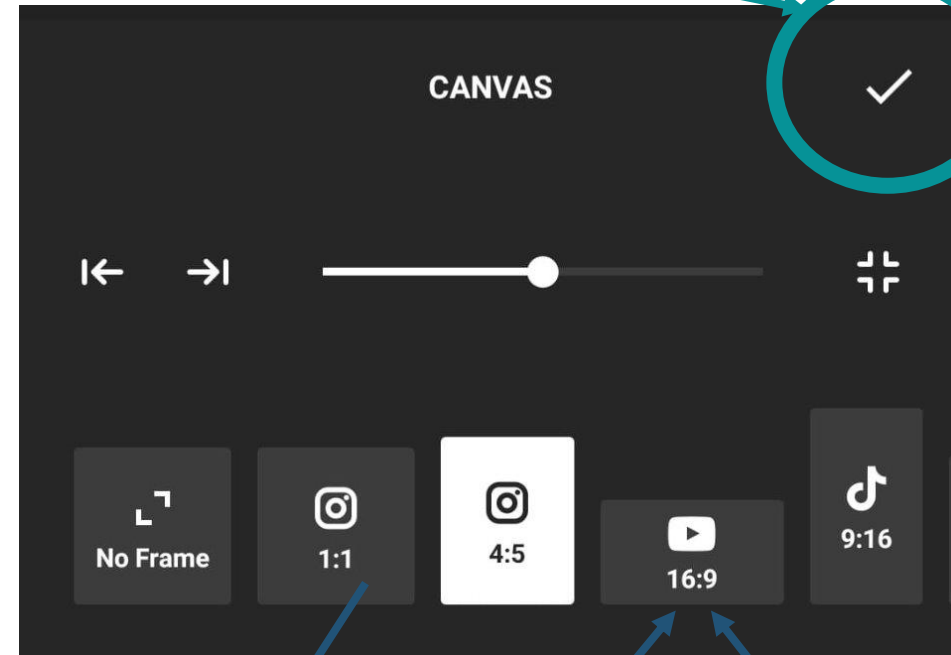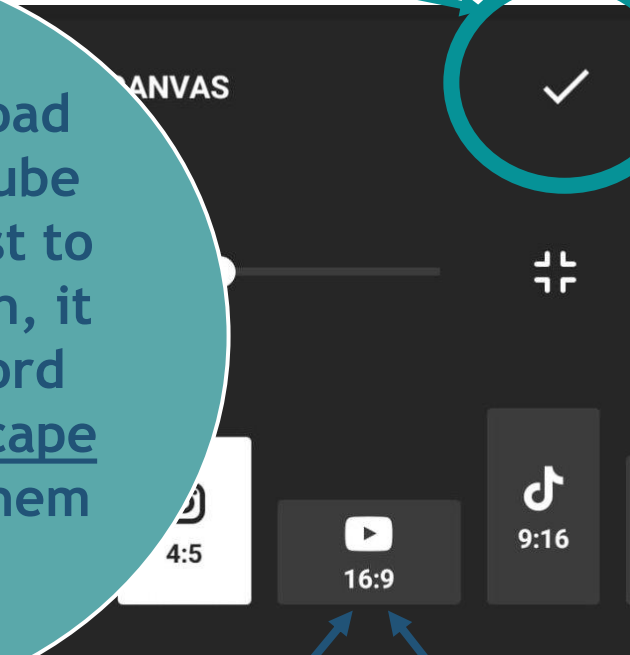
X    YouTube  LinkedIn

# InShot Training

## 7. Click „FILTER" to edit video

You can select pre-defined filters to enhance your video or edit it manually by clicking on "ADJUST"
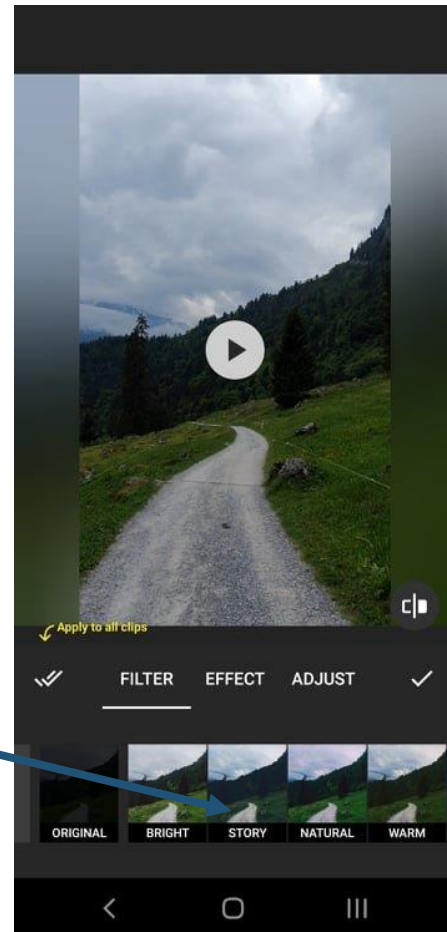


With "ADJUST", you can edit your video to make it lighter or optimise the colour.

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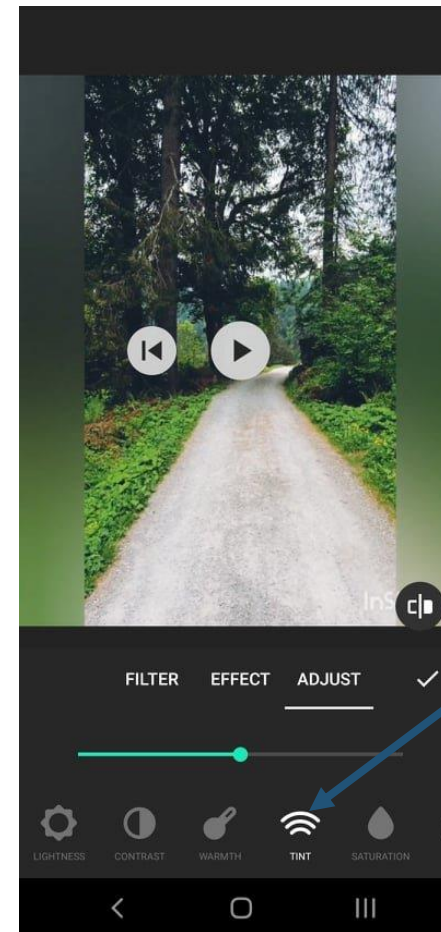
# InShot Training

## 8. Click „TRIM" to cut video

You can cut your video if it's too long or cut several videos together by selecting a second pre-recorded video
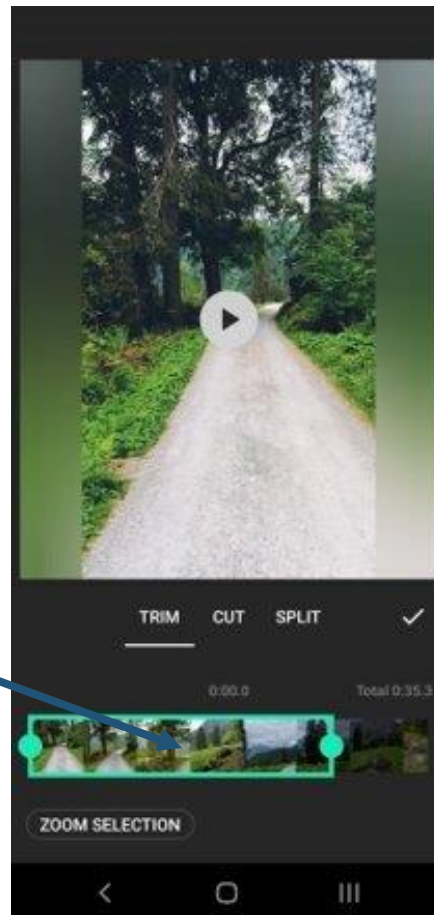


## 9. Click „MUSIC" to add sound effects

With "MUSIC", you can add music and sound effects to your video
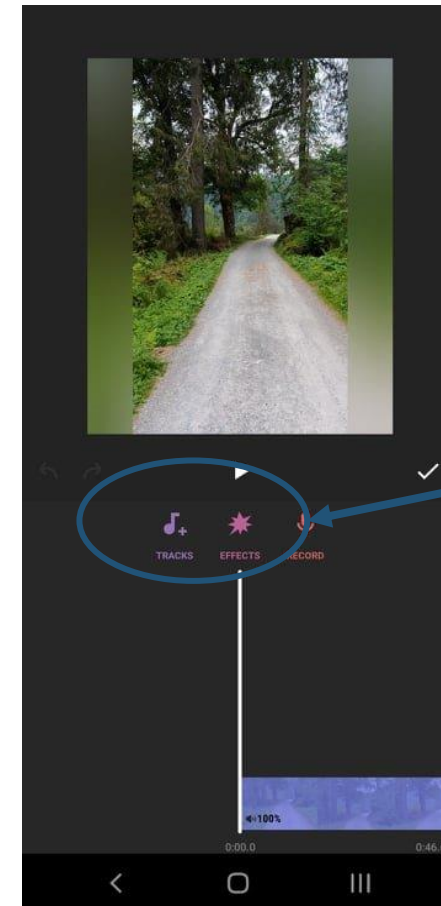
# InShot Training

## 10. Select sound effects
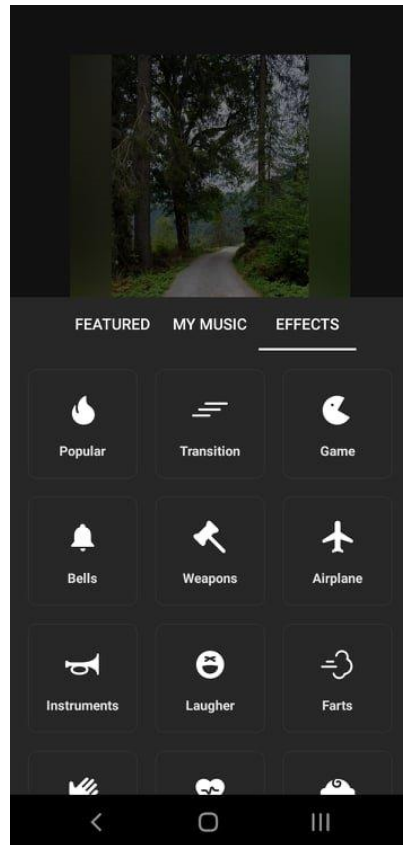


## 11. Select pre-recorded audio
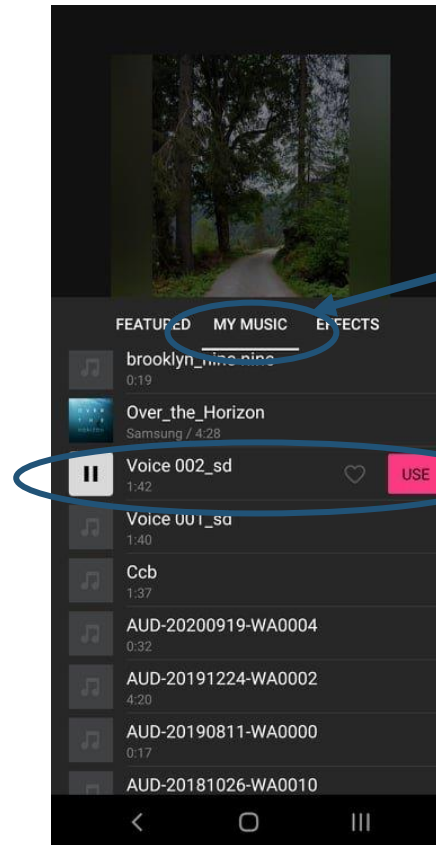


Add a recording/voice-over by selecting "MY MUSIC"

## 12. Select background music
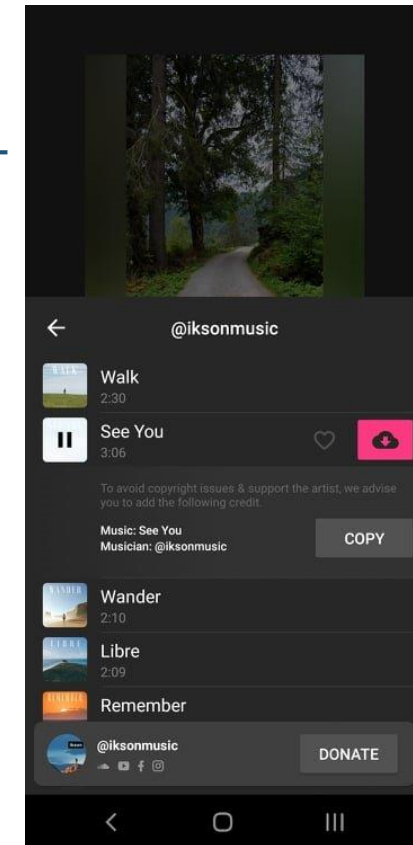


Or select songs from the library by clicking "FEATURED"

# InShot Training

## 13. Record audio
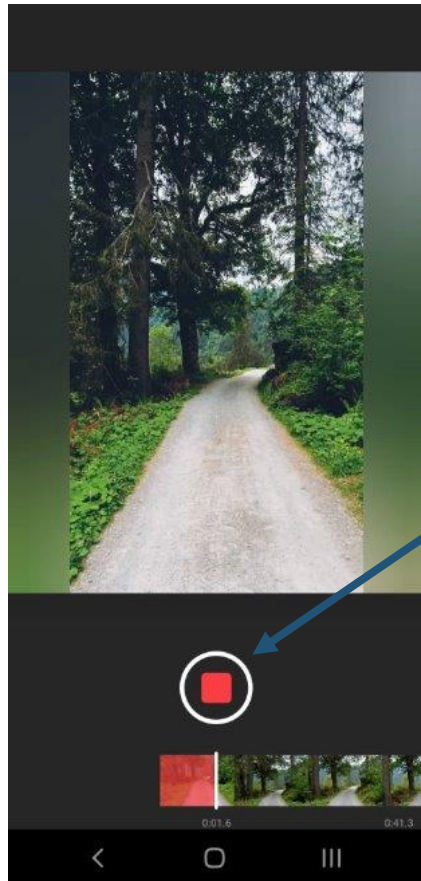


You can record a voice-over while playing your video

## 14. Edit audio
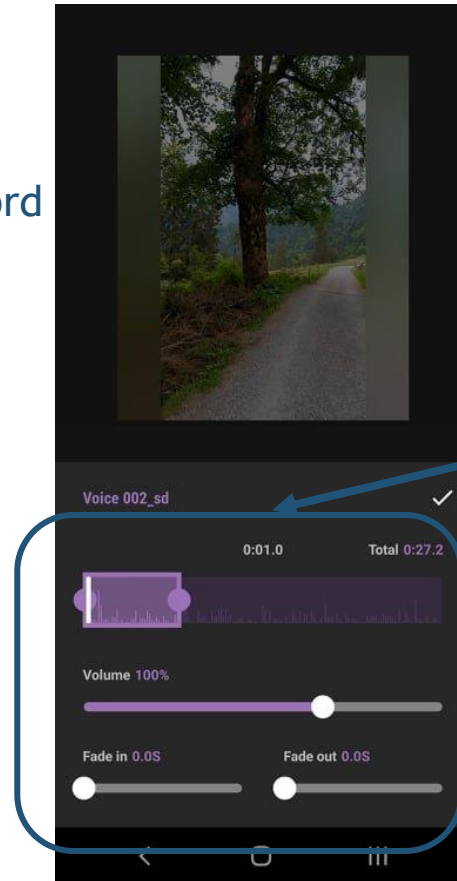


You can cut your audio, change the volume or let it fade in/out

## 15. Edit video audio



You can cut your audio, change the volume or let it fade in/out

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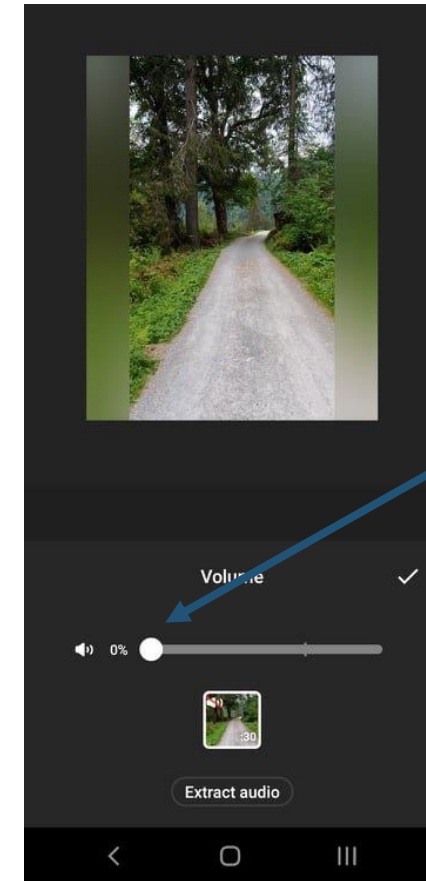
# InShot Training

## 16. Add text
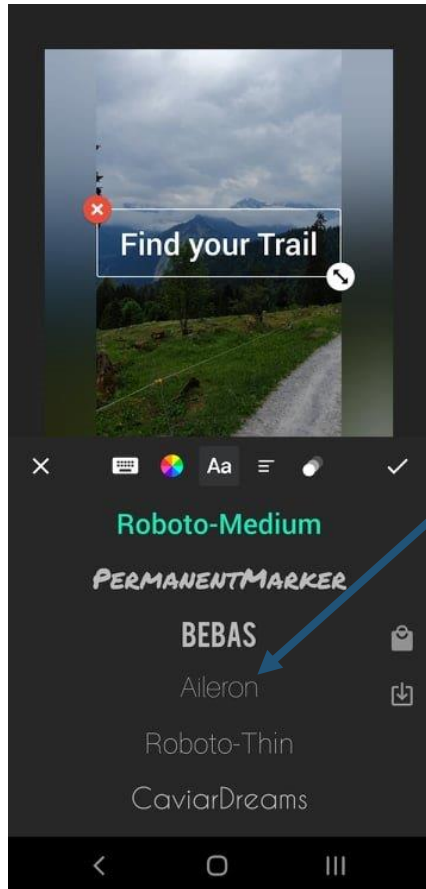


Type in text and select different fonts

## 17. Add Frame
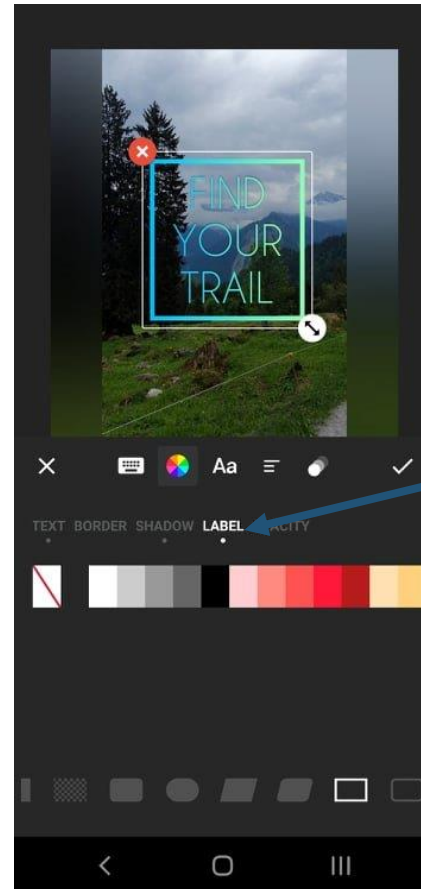


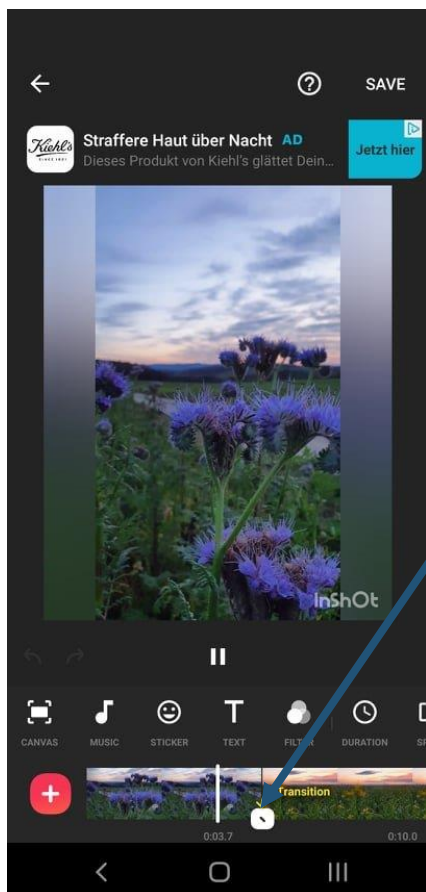You can also select different colours and frames
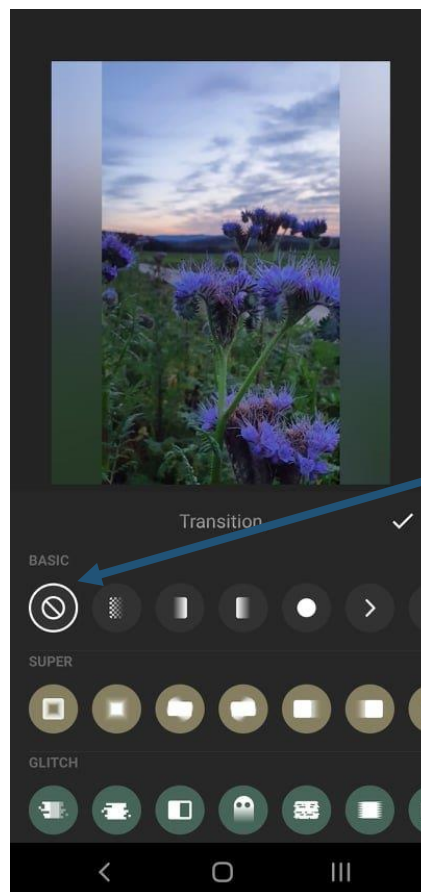
## 18. Select text-effect
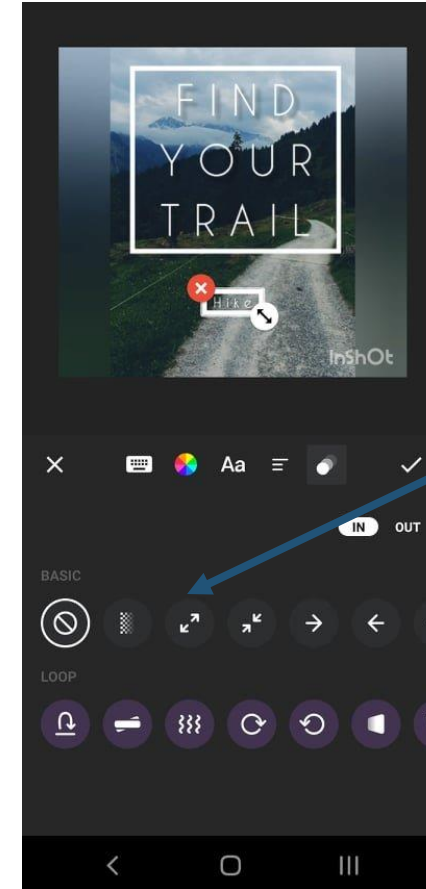


Here you can add effects to your text like fade in and out

# InShot Training

## 19. Add picture



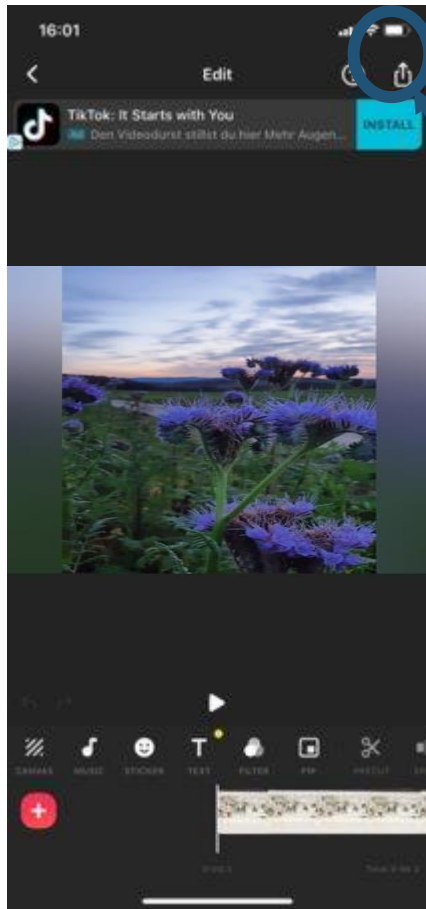Click on the transition symbol

## 20. Change Transition



You can change the transitions between pictures or picture and video

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# InShot Training

## 21. Save video



Once ready, click here to save your video.

The smallest quality (720p, 30fps) will be ok.

Then click "SAVE"

**Save video**

The video will be saved in your picture library. Go there and send it either via email to

alparslan.akkus@steinbeis-europa.de

ekaterina.korobovich@steinbeis-europa.de

OR (preferably)

send it via a cloud service (mail drop, wetransfer.com, etc.)

# Video Production: Clipchamp

## 1. Getting Started with Clipchamp

- This workshop is designed to introduce participants to **Clipchamp**, a user-friendly online video editing tool

- By the end of the session, participants will be able to import media, edit clips, add effects, and export a polished video

## 1.1 Creating an Account

- *Microsoft Clipchamp is a preinstalled video editing program from Microsoft Office*

- *OR: Visit Clipchamp and sign up with an email or Google/Microsoft account*

# Clipchamp Training

## 1. Getting Started with Clipchamp

## 1.2 Exploring the Interface

- *Dashboard: Access recent projects and create new ones*

- *Timeline: The area where video clips, audio, and effects are arranged*

- *Media Library: Store and organize imported files*

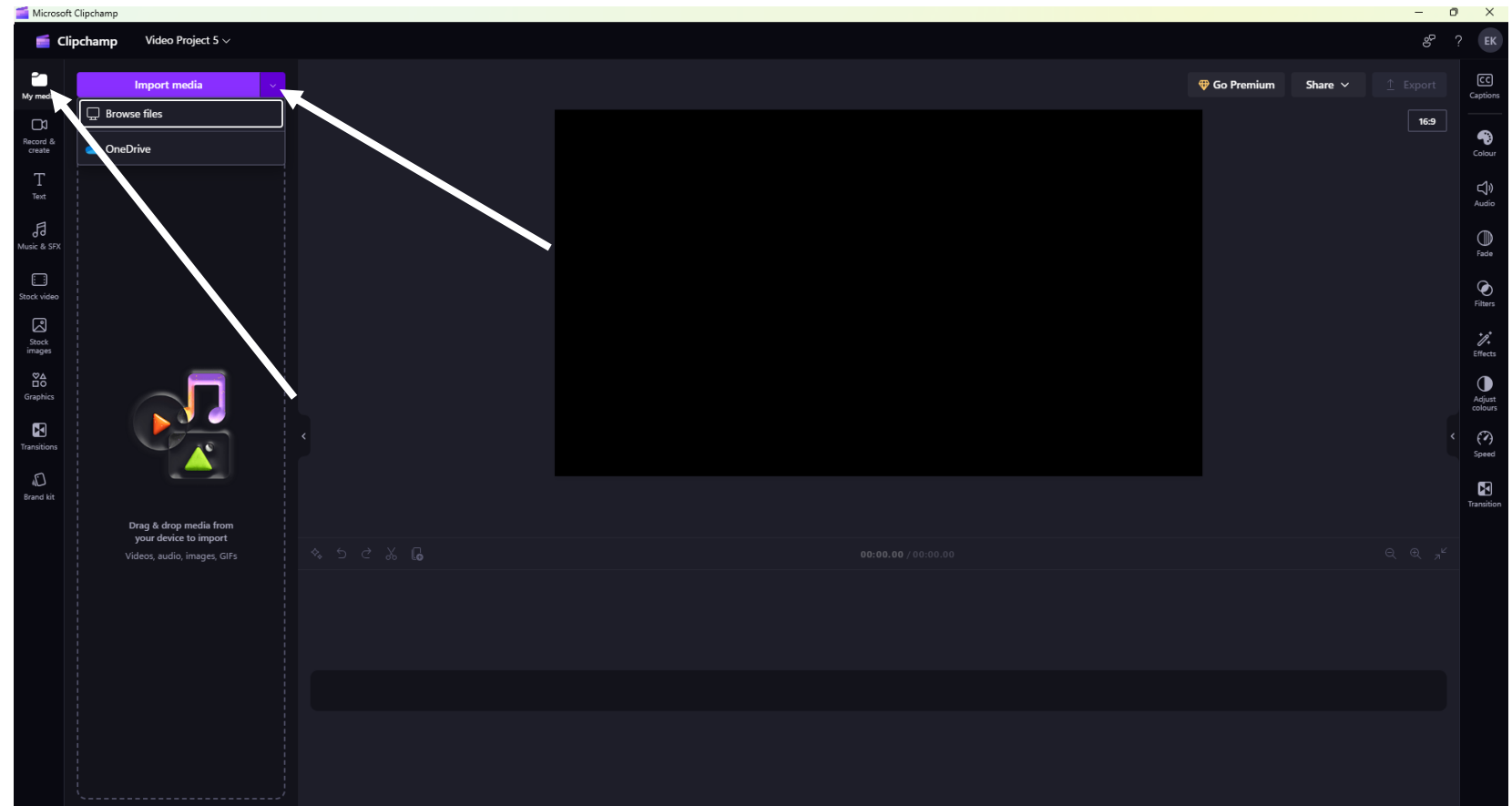- *Tools Panel: Includes text, transitions, filters, and effects*
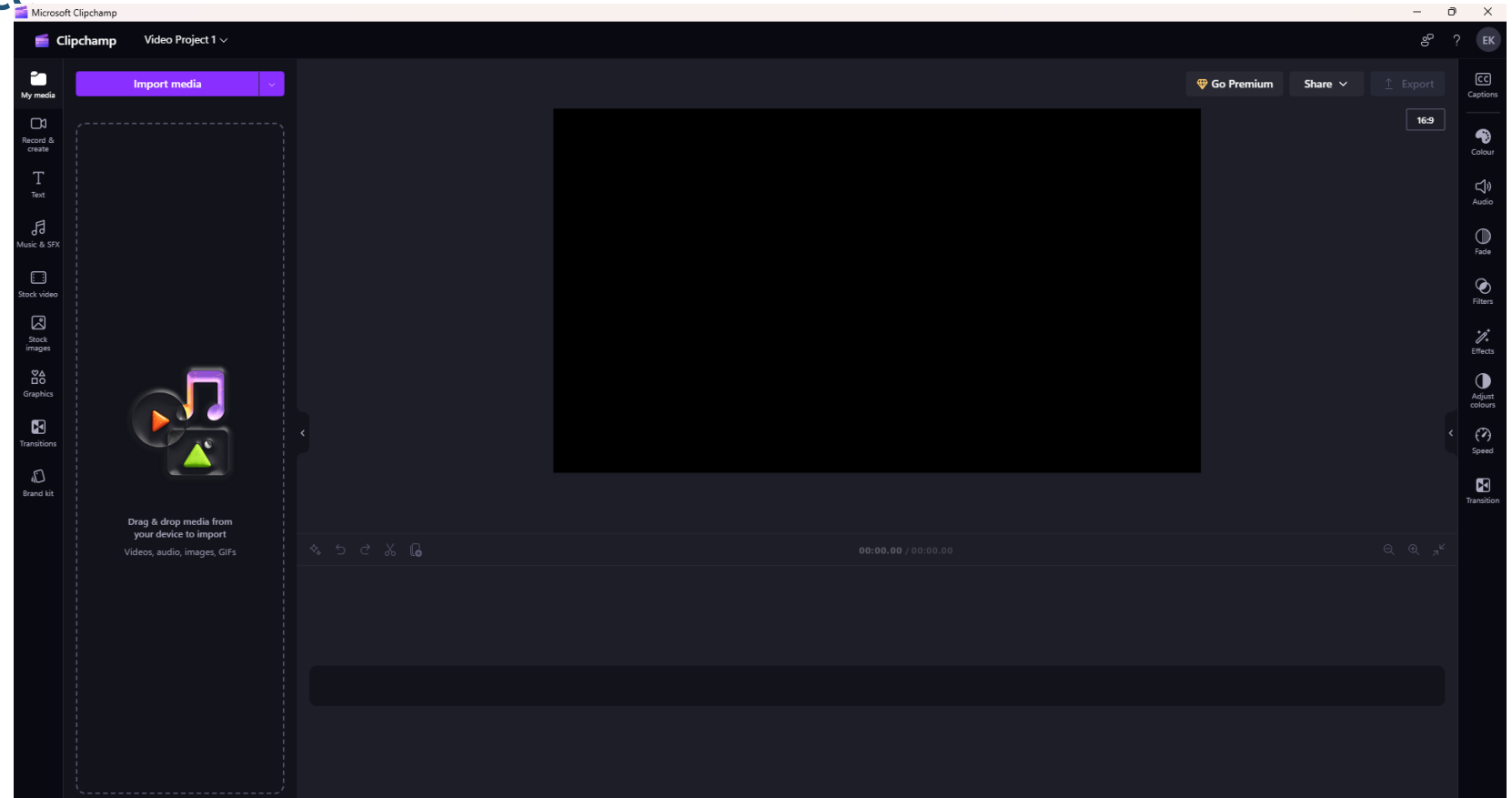
# Clipchamp Training

## 2. Importing and Organizing Media

## 2.1 Adding Media

- *Open Clipchamp on your desktop*

- *Click "Import Media" upload videos, images, or audio.*

- *Choose between "Browse files" and "One Drive" and select your designated Videomaterial in MP4 format*

# Clipchamp Training

## 2. Importing and Organizing Media

## 2.2 Using Stock Media

- *Explore Clipchamp's stock library for free and premium content*
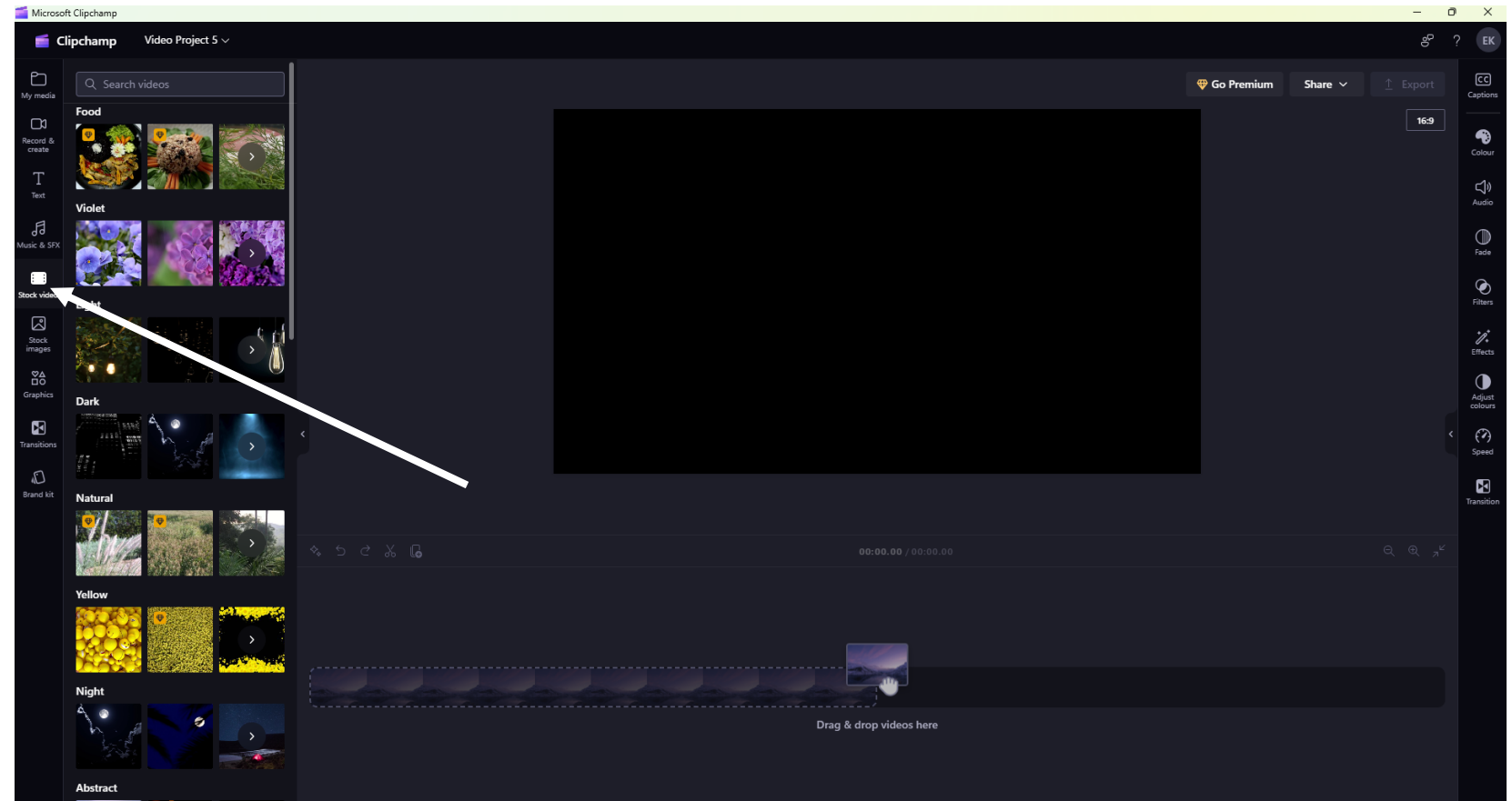
# Clipchamp Training

## 2. Importing and Organizing Media

## 2.3 Organizing Media

- *Rename files for easy identification.*

- *Create folders for better organization.*

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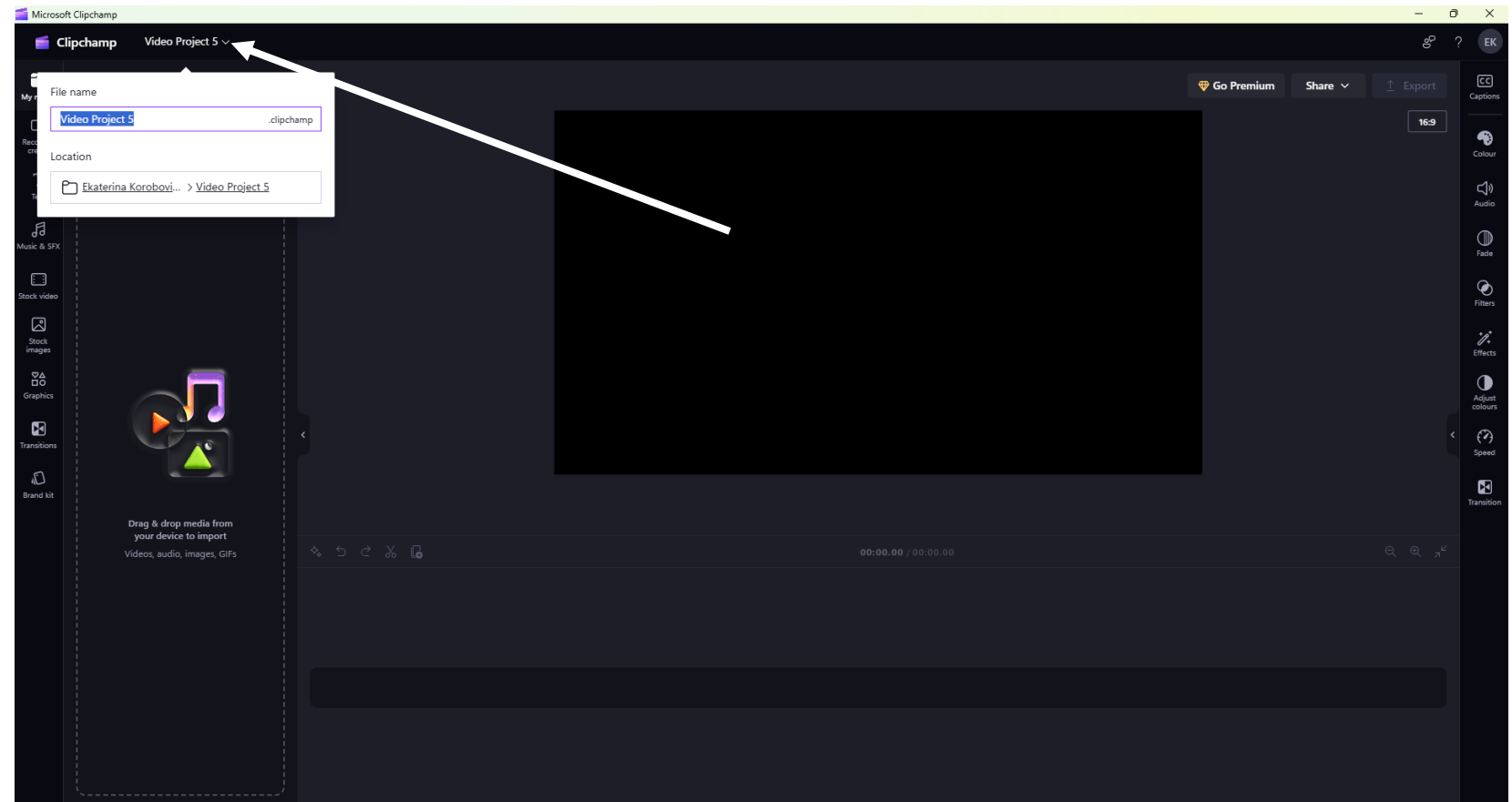
# Clipchamp Training

## 3. Basic Video Editing

## 3.1 Cutting and Trimming

- *Insert media onto the timeline by clicking on the green plus*

- *Or drag in onto the timeline*
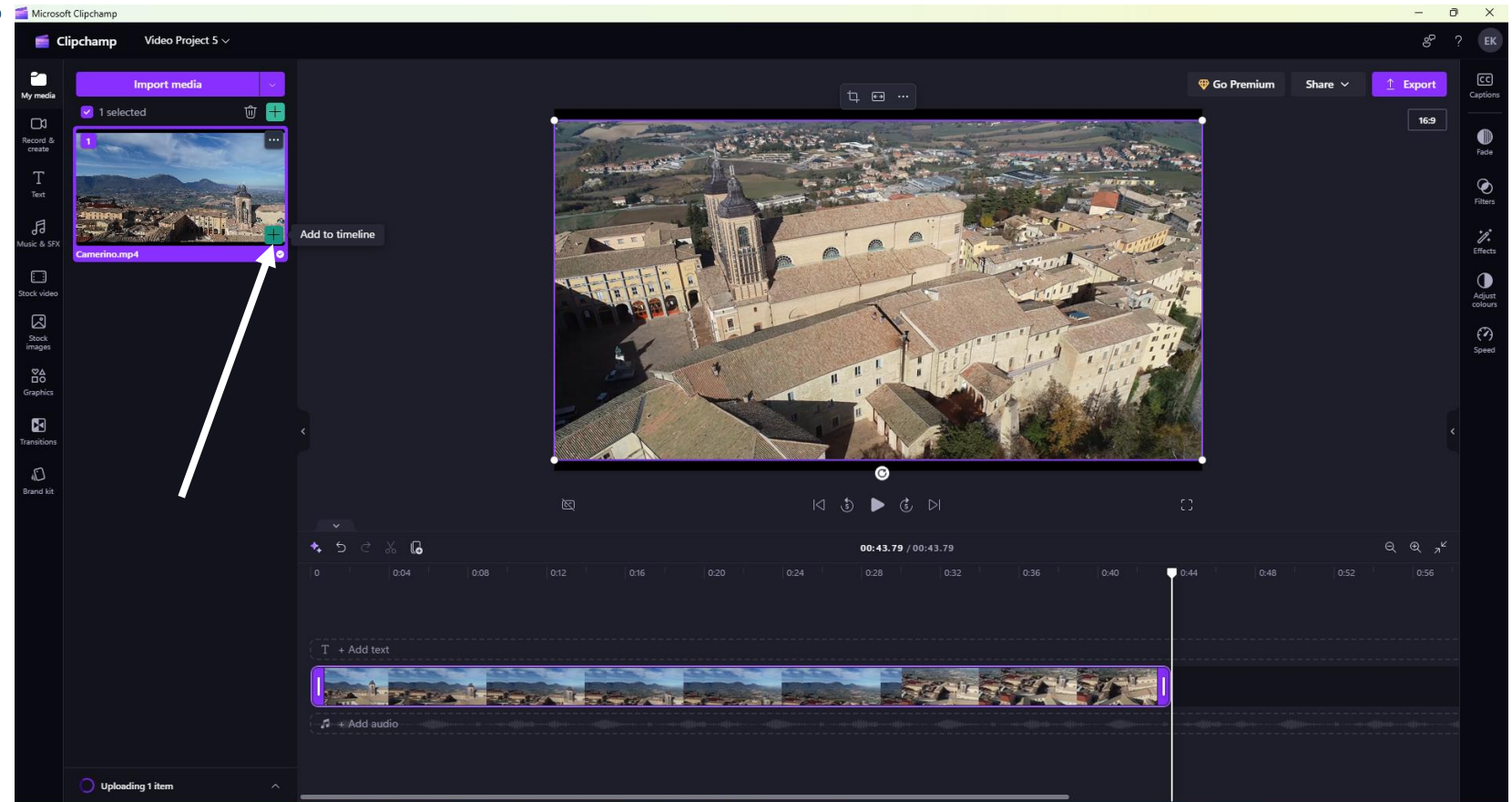
# Clipchamp Training

## 3. Basic Video Editing

## 3.1 Cutting and Trimming

- *Use the cut tool (scissors icon) to split clips in the middle, if need*

- *For shorten clips or to cut out parts*
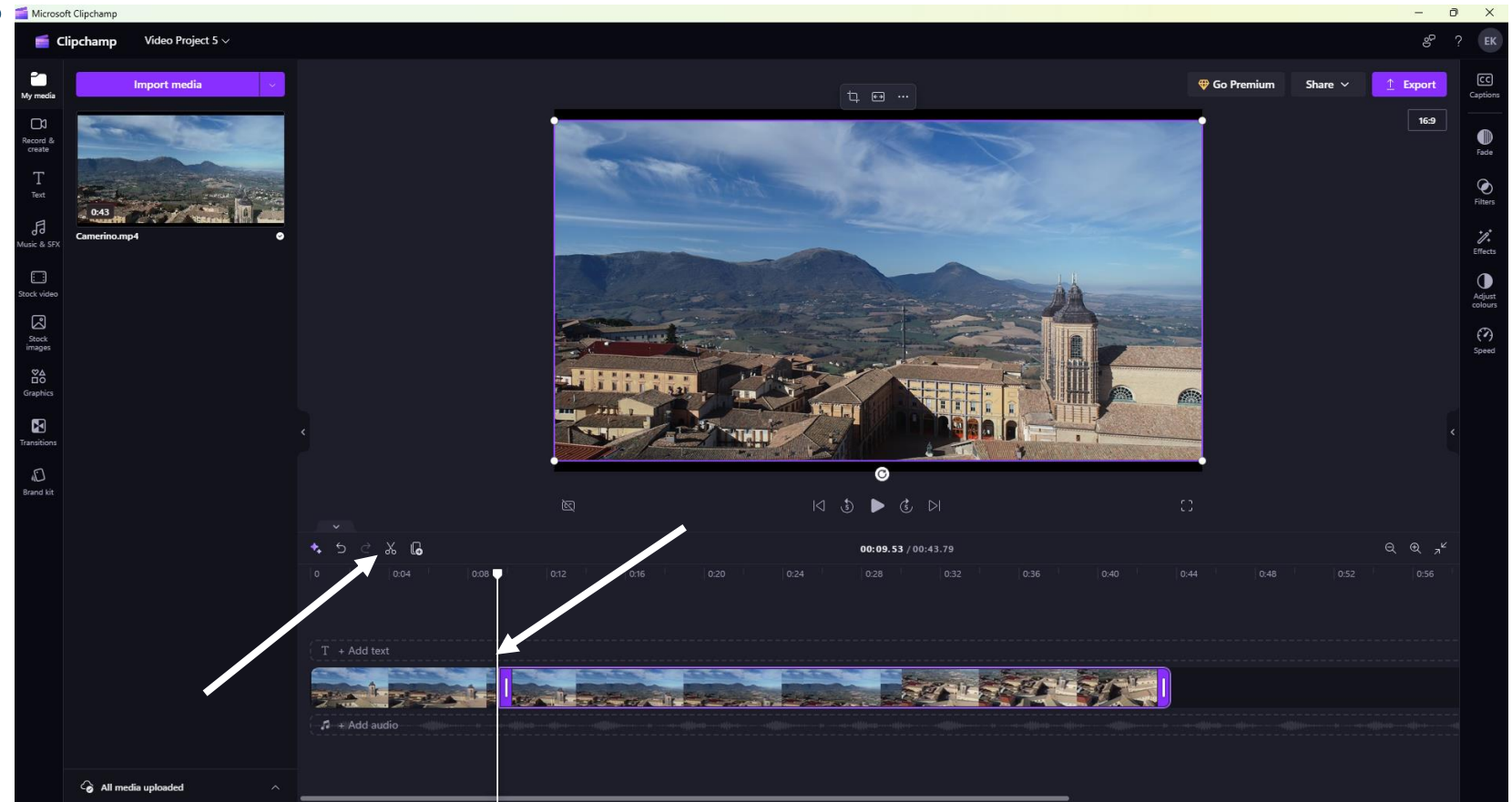
# Clipchamp Training

## 3. Basic Video Editing

## 3.1 Cutting and Trimming

- *Drag the edges of clips to trim*

- *For shorten clips or to cut out parts*
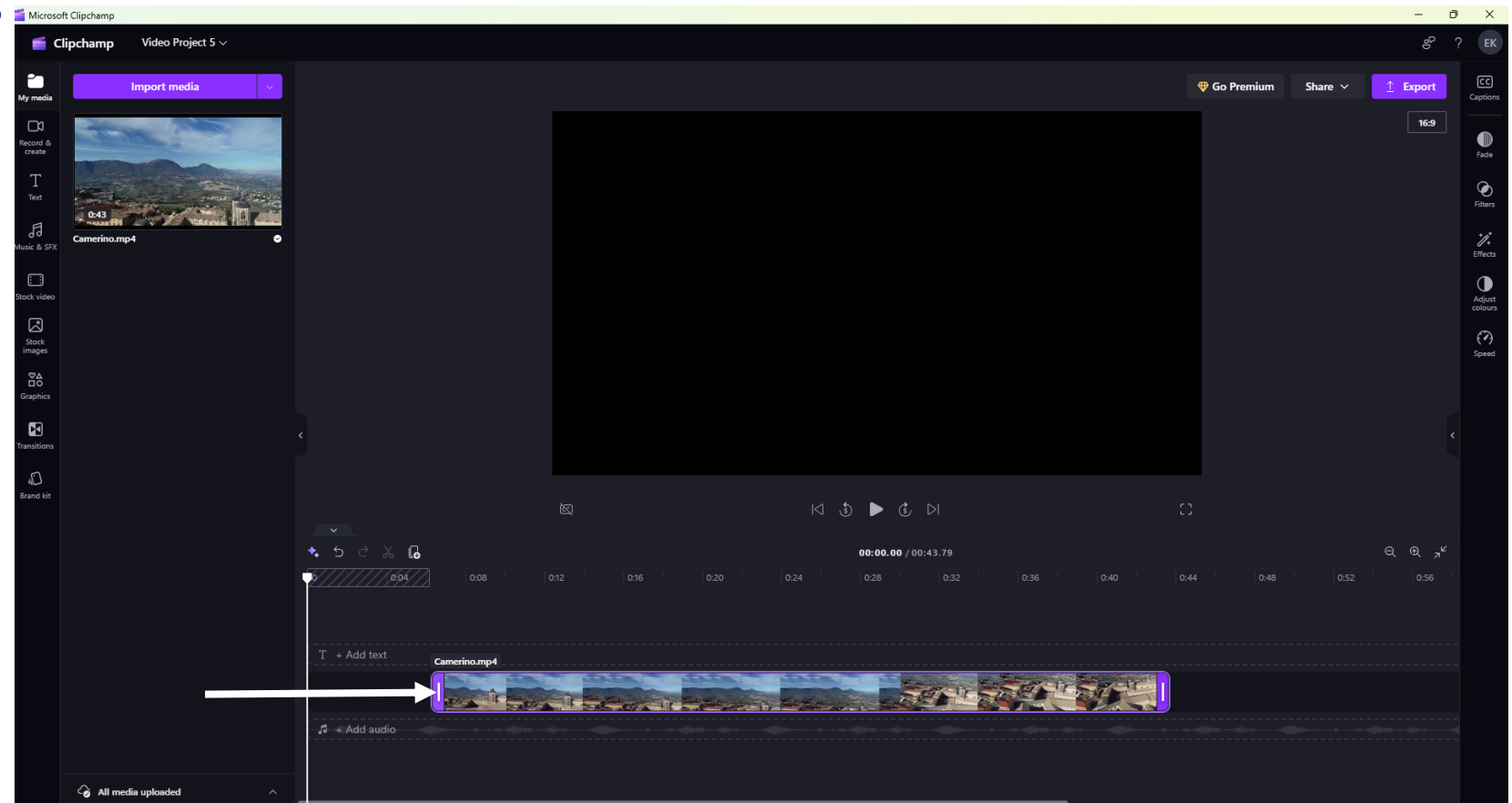
# Clipchamp Training

## 3. Basic Video Editing

## 3.2 Adding Transitions

- *Click on "Transitions" in the toolbar*
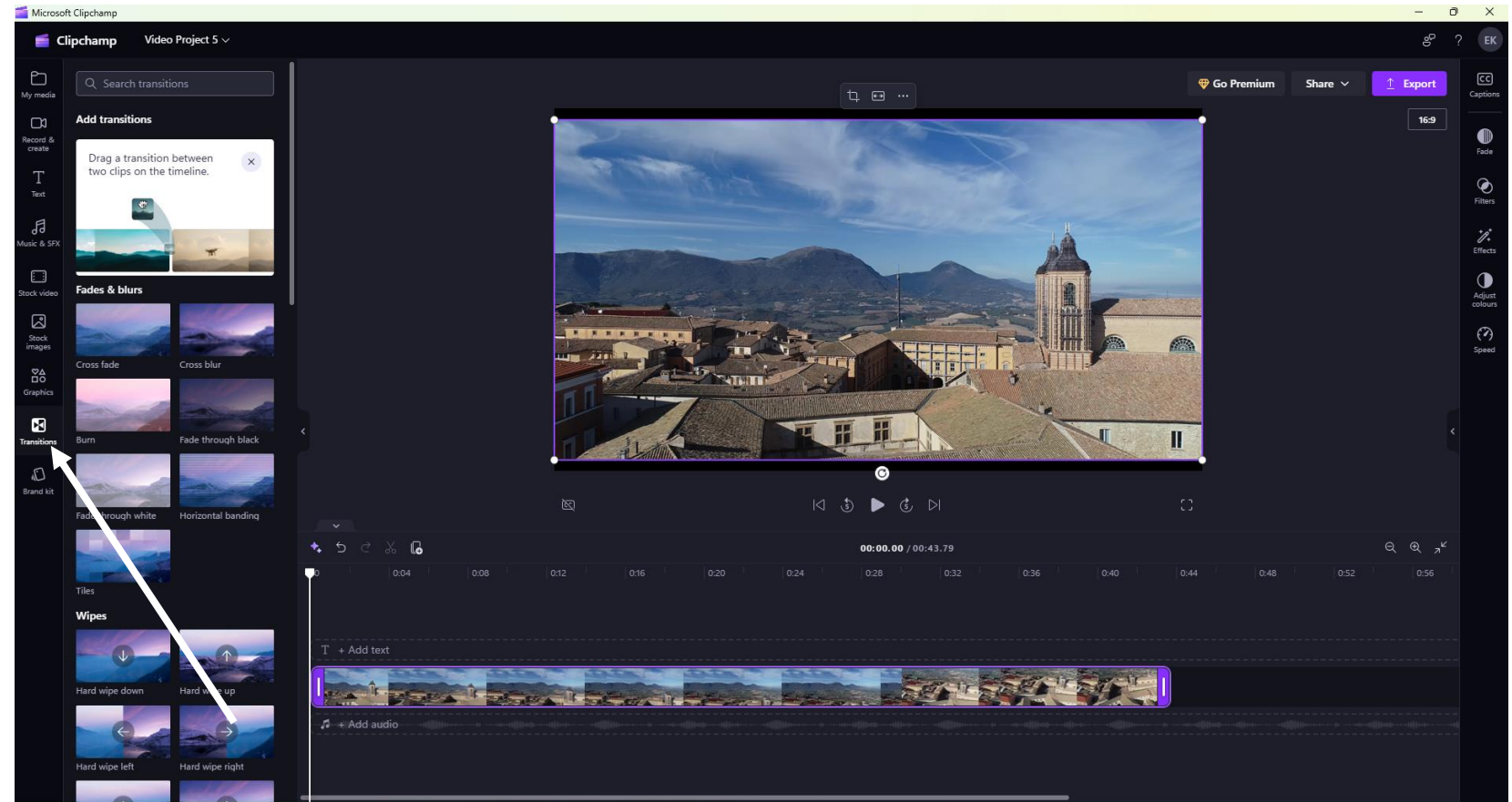
# Clipchamp Training

## 3. Basic Video Editing

## 3.2 Adding Transitions

- *Drag and drop transitions between clips*
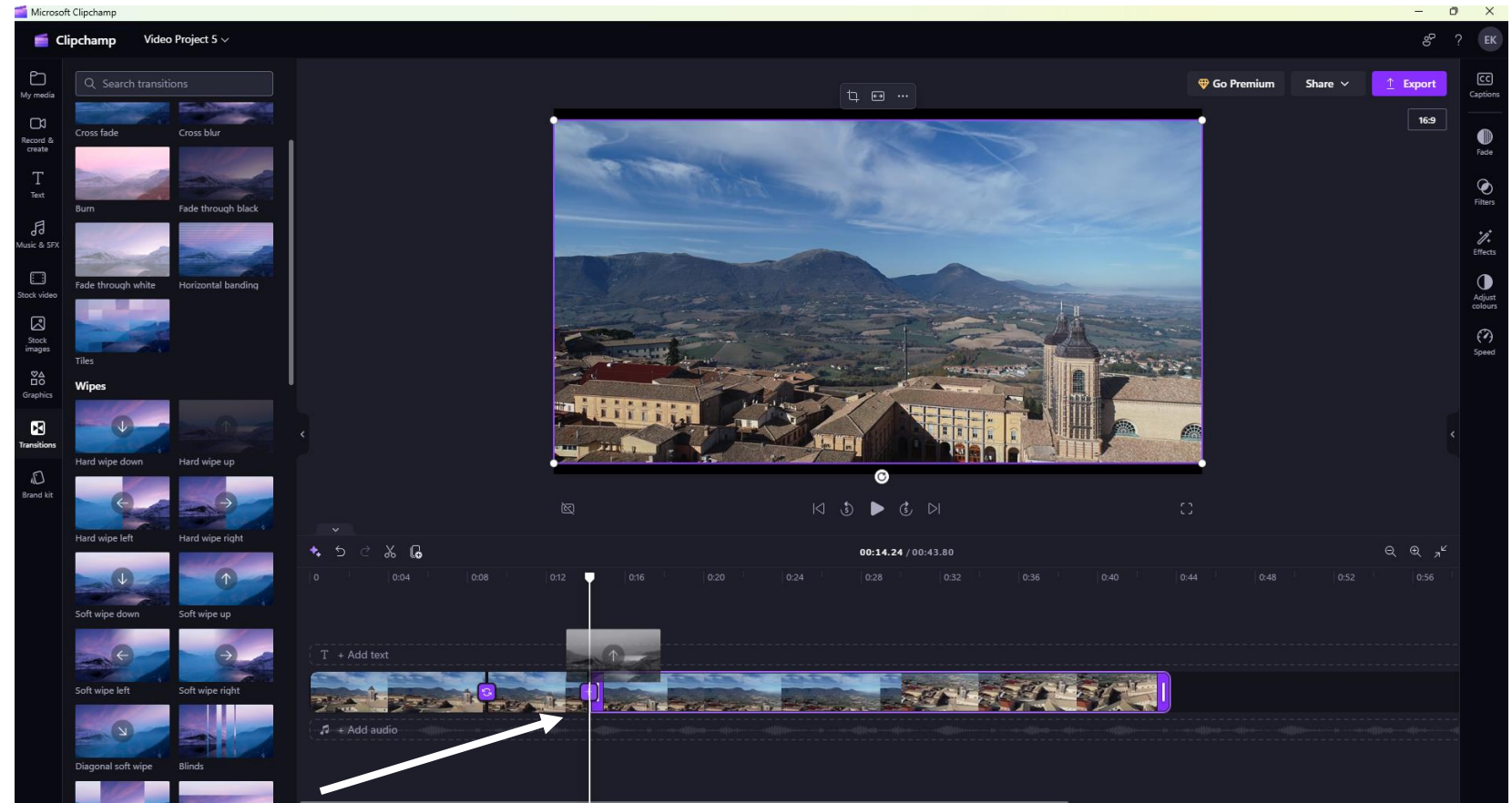
# Clipchamp Training

## 3. Basic Video Editing

## 3.3 Adjusting Speed/Volume

- *Select a clip and adjust the speed slider*

- *Modify audio levels for balance, if available*
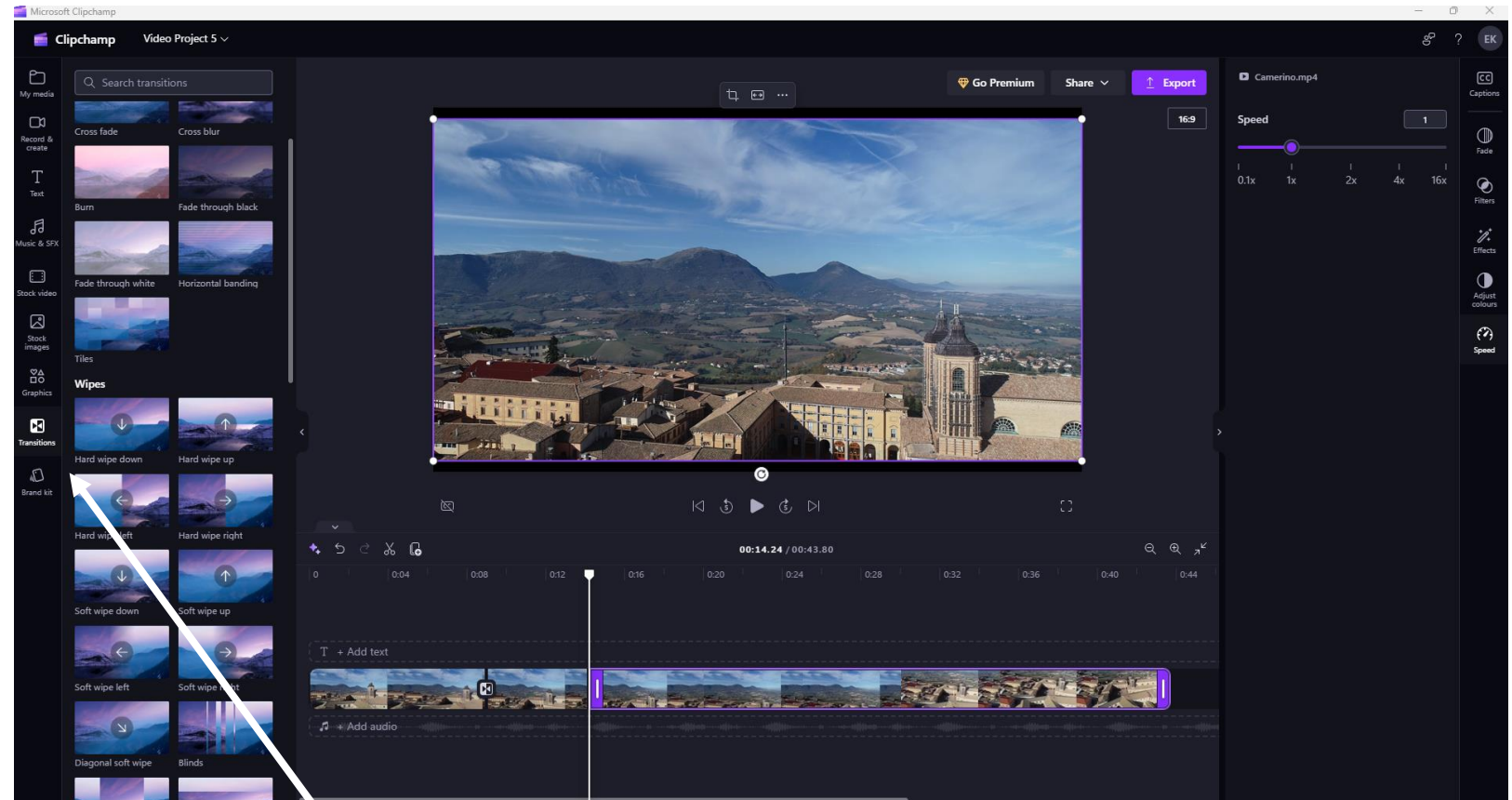
# Clipchamp Training

## 4. Enhancing Videos

## 4.1 Adding Text

- *Click "Text" and choose a style*

- *Drag and Drop it onto the video*

- *Customize font, color, and animation*
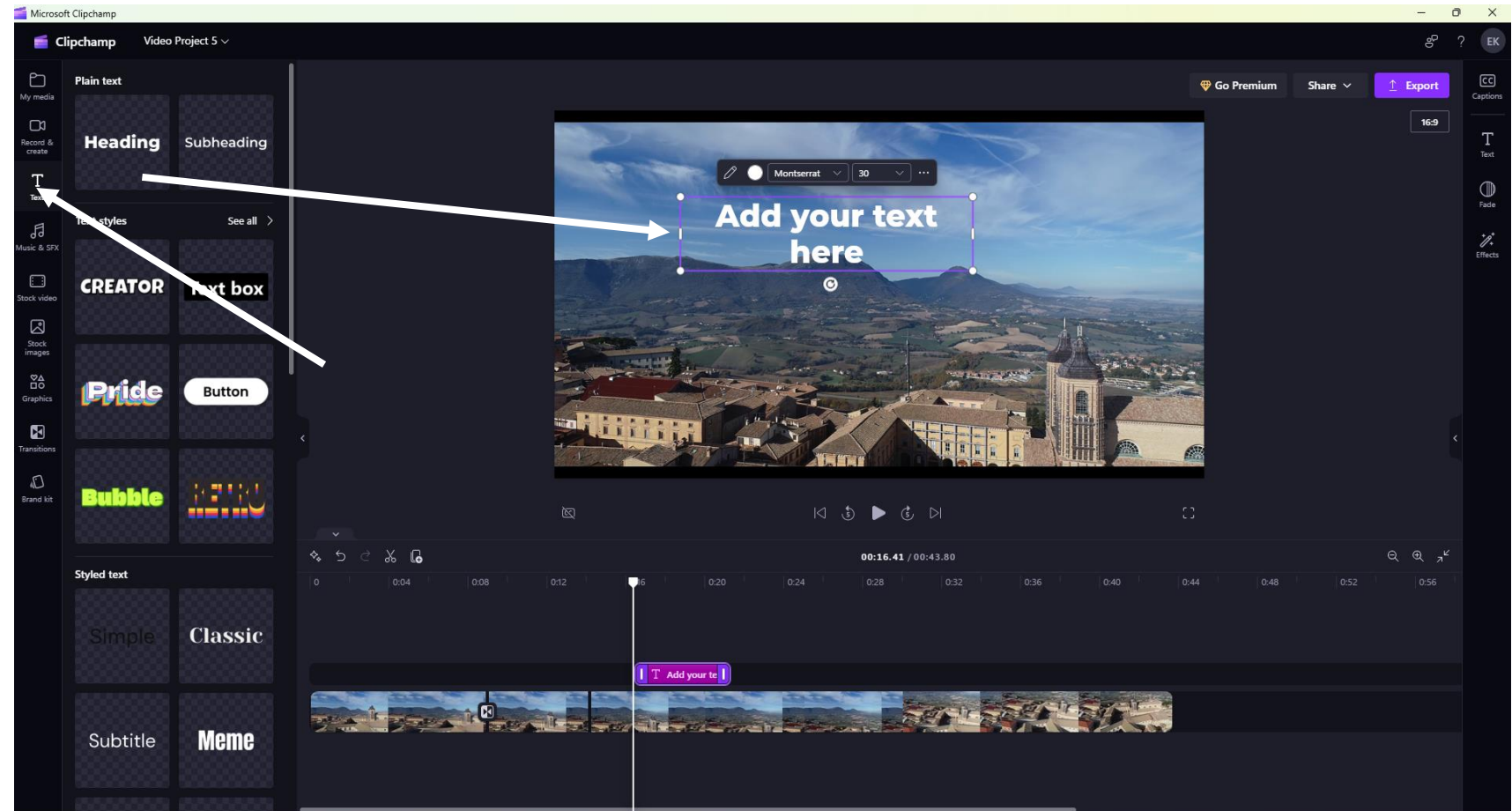
# Clipchamp Training

## 4. Enhancing Videos

## 4.2 Applying Effects

- *Select a clip and browse "Effects" to enhance visuals*

- *Experiment with color grading and special effects.*

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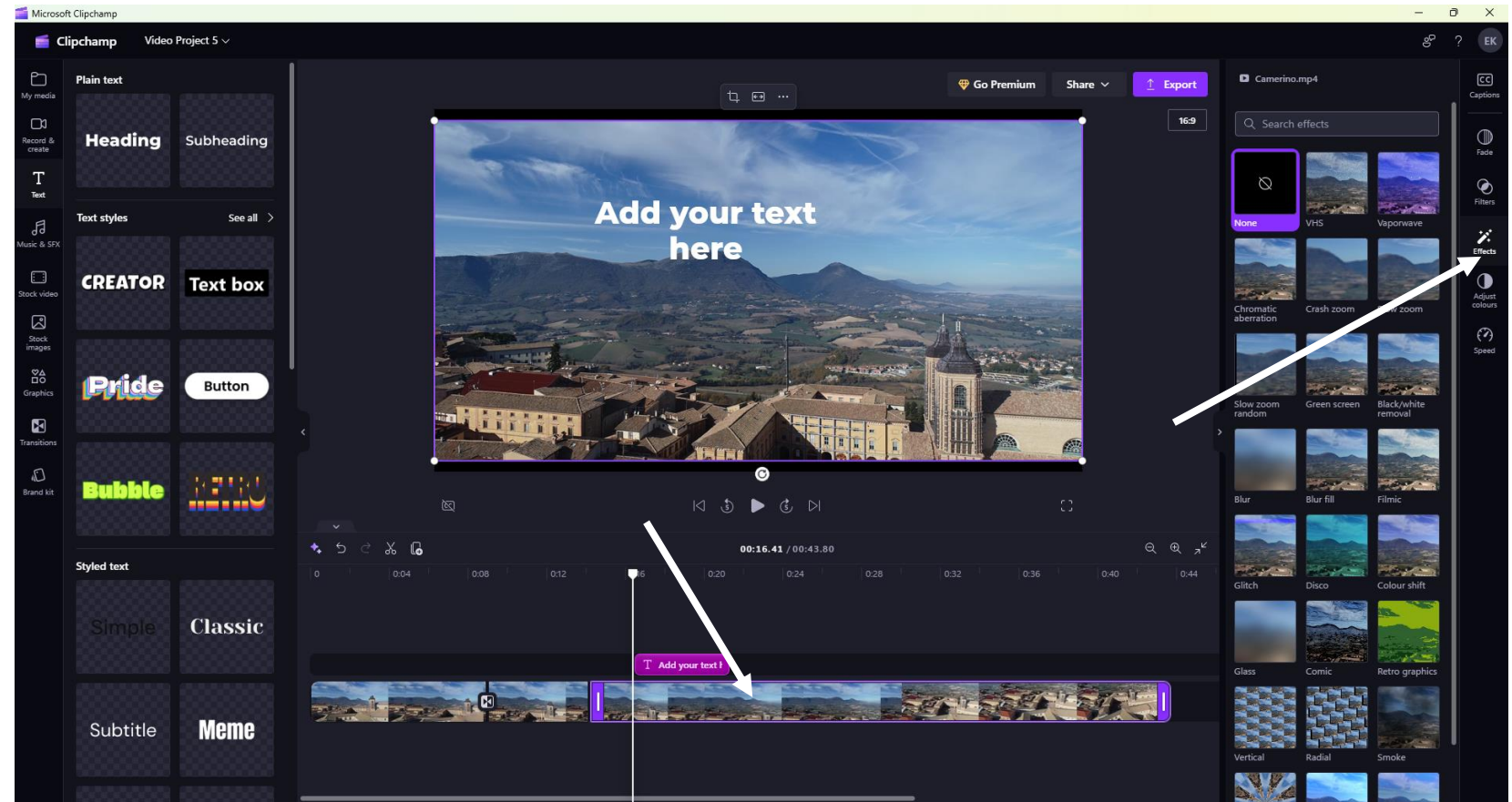
# Clipchamp Training

## 4. Enhancing Videos

## 4.3 Applying Filters

- *Select a clip and browse "Filters" to enhance visuals*

- *Experiment with color grading*
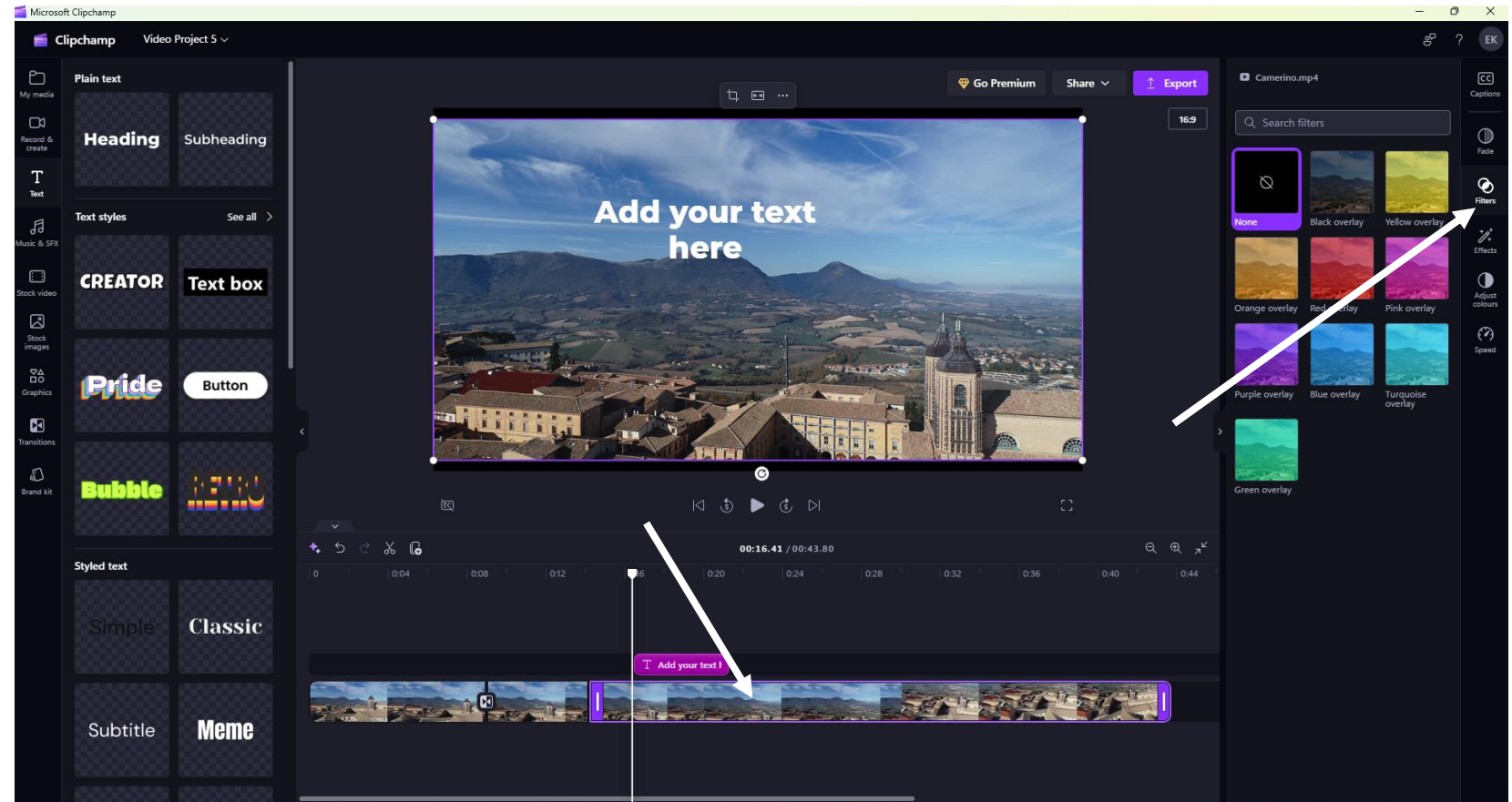
# Clipchamp Training

## 4. Enhancing Videos

## 4.4 Inserting Music

- *Add royalty-free music from Clipchamp's audio library*

- *Adjust volume to avoid overpowering narration*
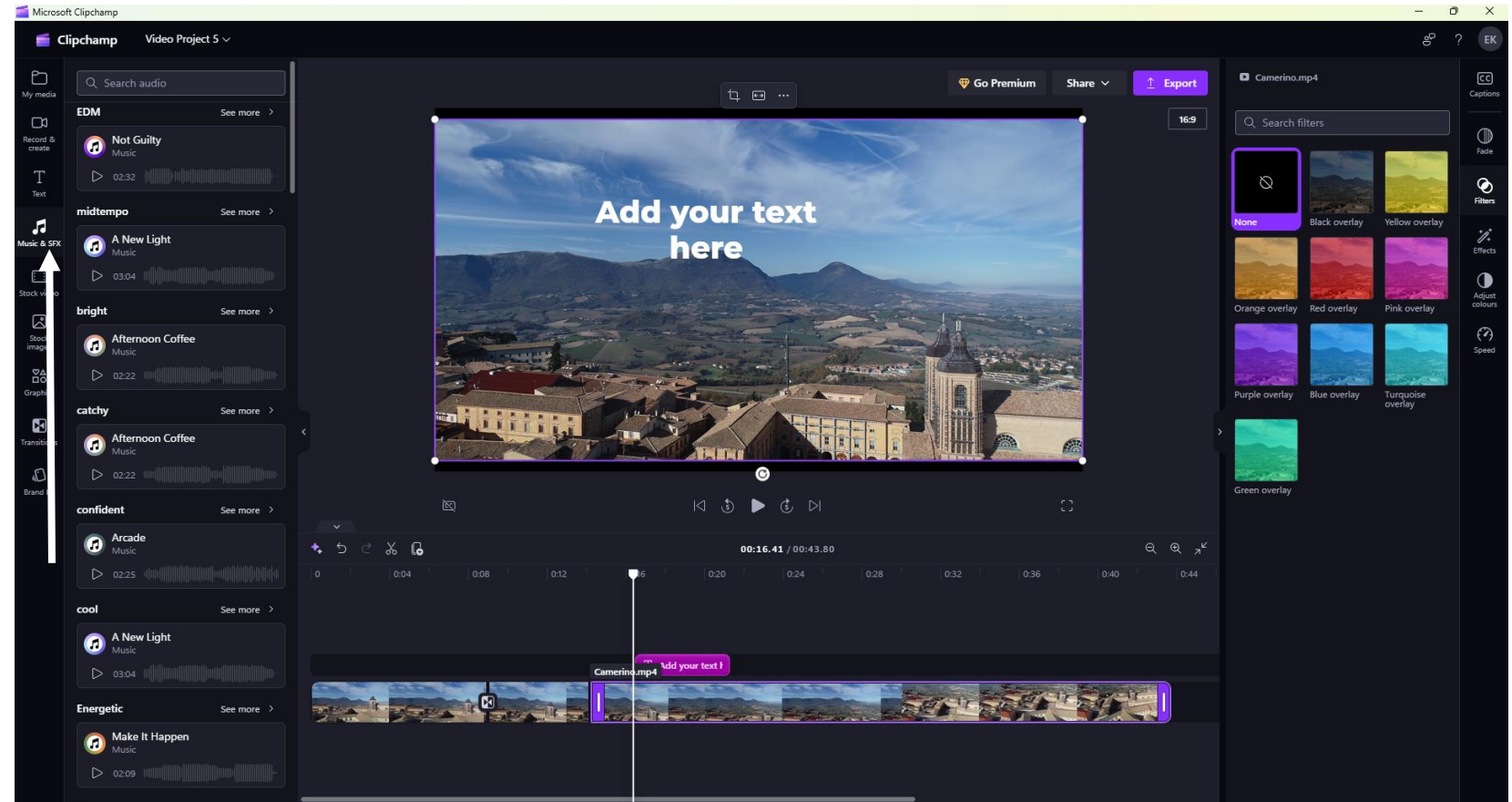
# Clipchamp Training

## 5. Exporting and Sharing

## 5.1 Exporting the Video

- *Choose your video format*

- *16:9 for desktop videos (horizontal Youtube tyle videos)*

- *9:16 for vertical content (Mobile Style Videos)*
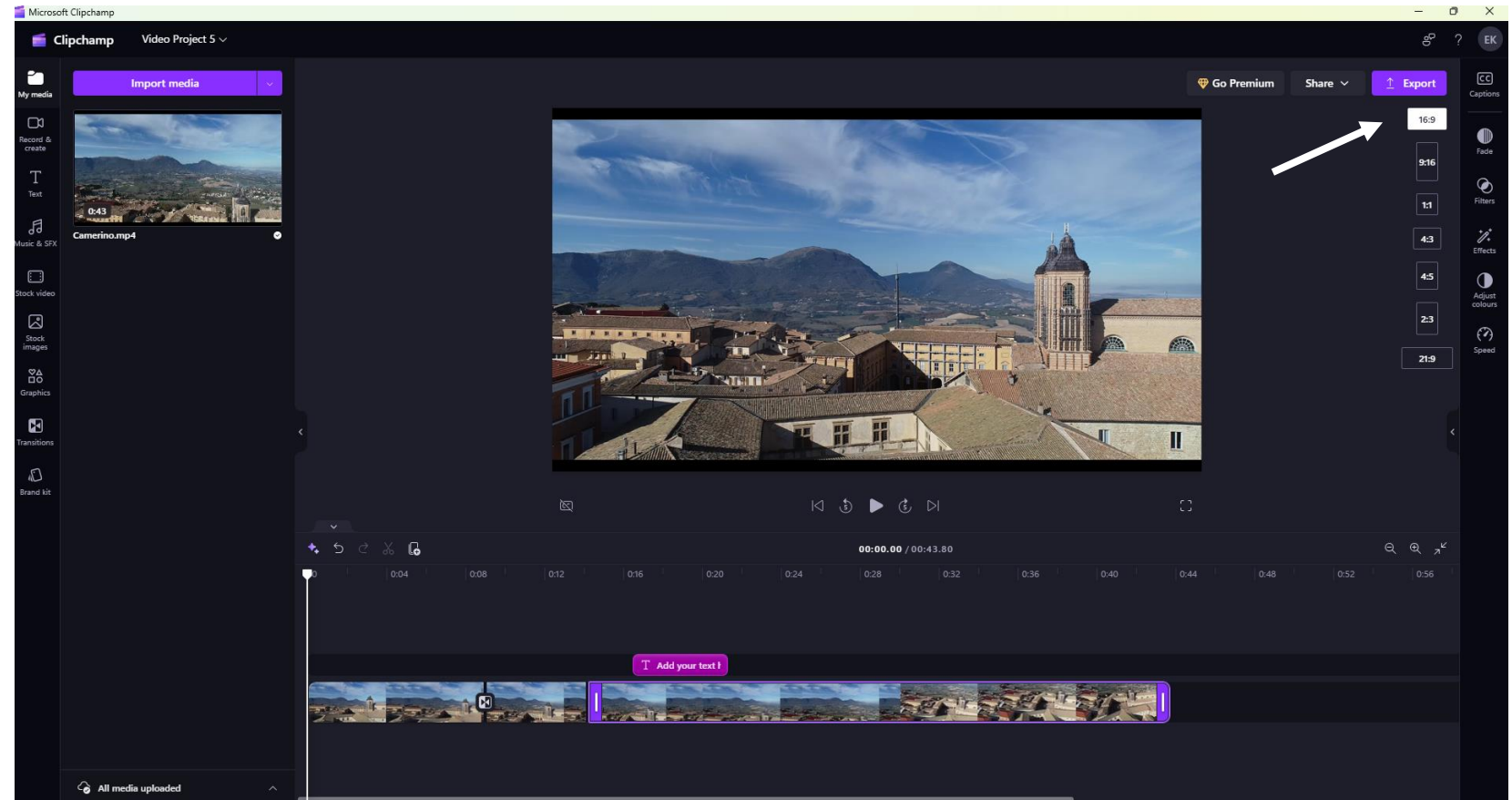
# Clipchamp Training

## 5. Exporting and Sharing

## 5.1 Exporting the Video

- *Click "Export" and choose resolution (e.g., 1080p for HD)*
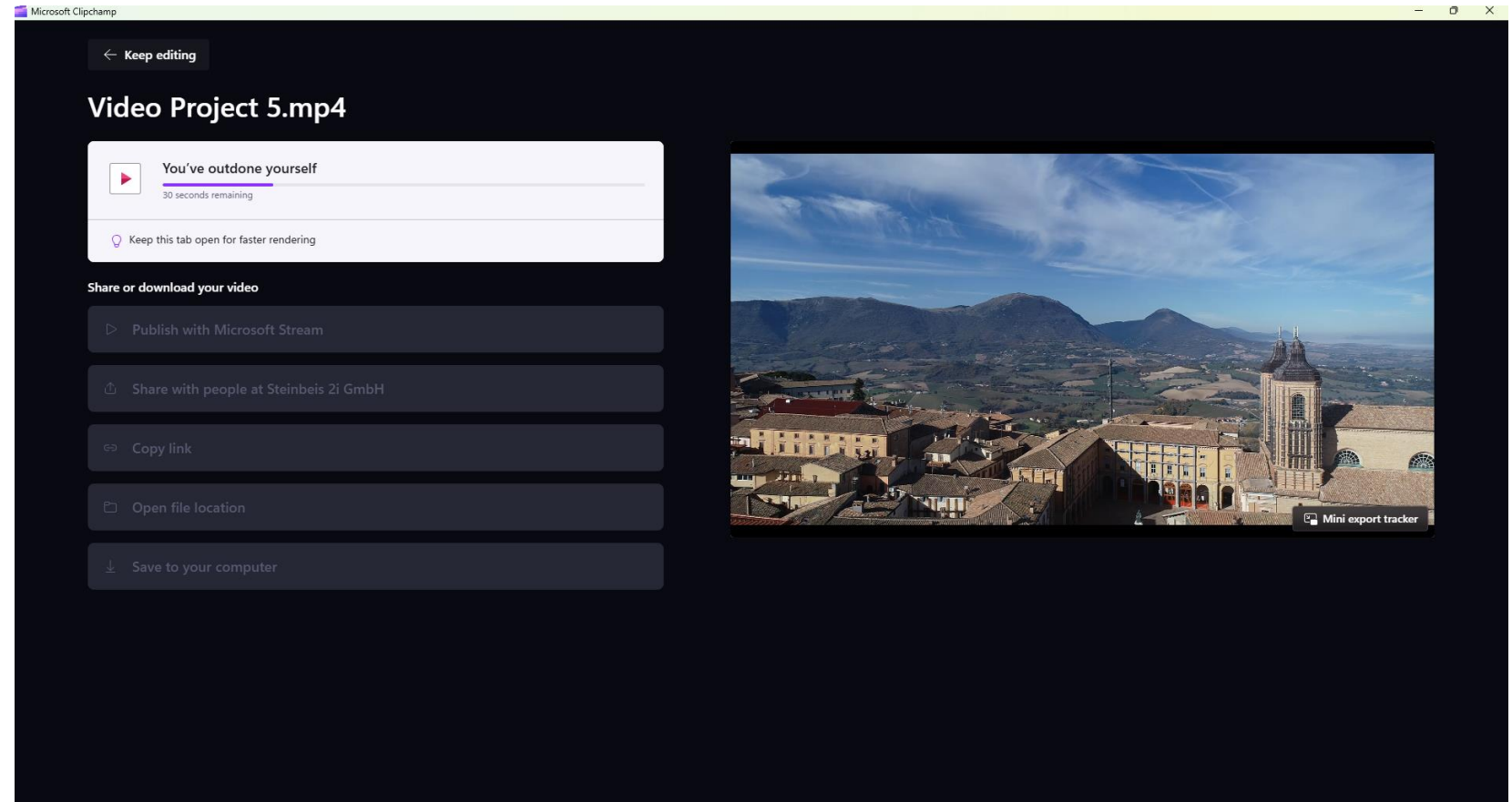
- *Wait for rendering to complete*

# Clipchamp Training

## 5. Exporting and Sharing

## 5.1 Exporting the Video

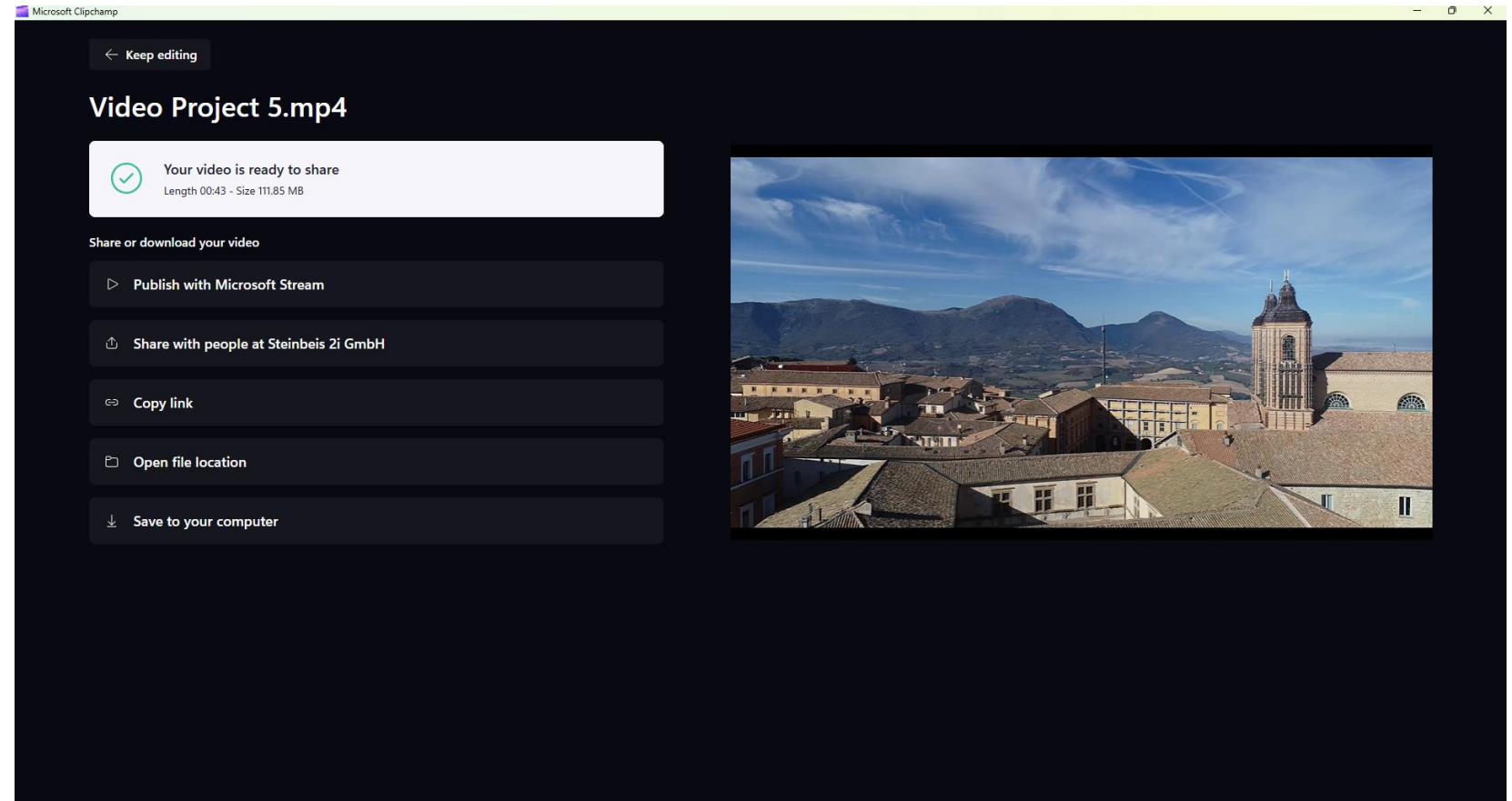- *Depending on the length, producing the video can take up to several minutes*

# Clipchamp Training

## 5. Exporting and Sharing

## 5.2 Sharing Options

- *Save the file on your computer*

- *Or: Upload directly to YouTube, Google Drive or social media*

# Clipchamp Training

## 6. Tips for Videos

- Keep clips concise for better engagement

- Use consistent fonts and colors for a professional look

- Balance audio levels between background music and narration

- For a more consictent apearience it is not nessasary to add music

- If you want a specific piece for a video, please let us know

- The video will be saved in your picture library. Go there and send it either via email to alparslan.akkus@steinbeis-europa.de and ekaterina.korobovich@steinbeis-europa.de OR (preferably) send it via a cloud service (mail drop, wetransfer.com, etc.)

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Co-funded by
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