

## Video 5 – How To Create Your First Video

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Hi I'm Hani Mourra. Today I want to show you how easy it is to create your first video for YouTube.

I am going to talk about some basic equipment that you need, which you probably already have around the house; I am also going to touch briefly on lighting and audio and give you my thoughts on video editing. Let's get started. Let's create our first video!

What do we really need to create our first video?

- First we need a digital camera. A simple, digital camera. This one I bought about three or four years ago. I cost about \$100.00
- You need an Internet connection and a computer, which you must already have because you are watching this video online!

Are you ready to record your first video? I know I am! Let's get started

The first thing that you need to do:

- Take your digital camera and find your movie mode. Every camera is different. Take your camera, set it up on a tripod; if you do not have a tripod like I don't, I set it up on box, literally a box!
- Set the camera in front of your face level and turn the camera on and start recording, it is really that simple.

I am going to record my first video and play it back to see what it really looks like.

The important thing to keep in mind is your message, what you have to say is what is more important. That is what customers want to see. They do not want to see fancy editing, they do not want to see fancy equipment, and they want to see you being yourself.

That wasn't so bad was it? The quality was pretty good! One note though, keep your videos under five minutes, you don't want your customer to tune out or get bored while watching your video.

When recording videos, it is okay to make mistakes. It is okay if you make a mistake on camera. If you feel comfortable, re-record it one, two, or three times. Practice does make perfect, just one thing though, don't get carried away, it is never going to be perfect. Keep that in mind.

After three or four takes, pick the best clip and move on.

The next thing that I want to talk about is some very basic lighting and audio tips. Again, your message is important but if customers cannot see you or cannot hear you, then we have a problem. For lighting, without getting to fancy, first tip

- Never have a light source directly behind you.
- Have a light source to the left of you and to the right of you. It can be any household lamp, just set them up outside the camera frame so they are not in the shot. One directly to your left and one directly to your right.

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- For audio, my advice is to speak nice and loud, maybe even slow down your talking a little bit, and set the camera up as close as possible, that way your audio is nice and clear and there is a lot less background noise.

The bottom line is if people can see you and hear you, you are in good shape. Don't get caught up in all the details of lighting and audio, it is really not that important as it seems.

The last part that I want to talk about is video editing.

This is the part where a lot of people get stuck, they do not know what software to use, whether they need Mac or PC, it can be a bit confusing at first. My best advice?

Don't edit!

You don't need to edit! I will show you some tips later on that will get your YouTube videos noticed without any editing, just shoot and upload, that is all I have to say about video editing.

I hope you enjoyed this video, the next tutorial will walk you through how to upload your video that we just recorded.