

Legal Services National Technology Assistance Project



www.lsntap.org

Webinar: Sharelaw + Video Tips

Today we spent some time learning about Sharelawvideo.org. We also covered a host of ways you can improve the production values and reach of your videos. Some highlights include why you should use drawn graphics rather than a talking head and where you can find media that is under a CC license you can use in your videos. You can head over to Slideshare to find the slides we used in this presentation. Sideshare.net

Software

Camtasia

Camtasia is hands down the easiest video editing tool with more than basic features. The software is very robust while still clearly designed for absolute beginners. Once you really want to get in-depth you need Final Cut Pro but for most users and organizations Camtasia is as good as they will need to get.

iMovie

iMovie is a video editing software application sold by Apple Inc. for the Mac and iOS. It is a very dumbed down and simple program, and is preloaded on most Mac computers.

Open Broadcast Software

Free and open source software for video recording and live streaming. Download and start streaming quickly and easily on Windows, Mac or Linux

Buying a video editing computer

Here at LSNTAP we strongly recommend organization build computers specifically with video editing in mind. They need more RAM, a more powerful processor and a much more advanced video card. The cheaper your computer setup is the longer it will take to render video files and

perform actions and the end result is your organization paying for somebody to spend a lot of time looking at loading bars. You are looking at about a \$1,000-\$1,500 pricetag for one of these computers.

Tips for Youtube Videos

Make quality titles. Think about what people actually search for when they are looking for specific things. Most people will find your videos through search so make sure the title is great, there is an accurate description and that you are utilizing good keywords.

Comic Book Style

Using very simple, cartoon graphics with your videos is much more effective than just using large blocks of text. People have a hard time reading AND listening, so simple is always best. This kind of simple format also lends itself well to adapting the video to be multi language.

Creative Commons Search

Lets you directly search for free and open source video files to use for your projects. You can also find photos on there.

Another good source for open source content is Google itself. You can edit the search function resets to only show photos etc that are there for editing and use.

Sharelawvideo.org

This is sort of like Creative Commons where you kind find FREE resources that is for legal purposes. All of the stuff on this website is available and unrestricted.

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<http://www.lsntap.org/node/23/webinar-sharelaw-video-tips>

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