

Craft Video Creation

We are happy to present to you a simple step-by-step guide on how to shoot a short film about your craft on your phone.

You could focus on a small aspect of your making skill so that viewers can experience the making of your craft and appreciate what skills go into your products.

Or you might want to give viewers a brief tour of the place where you practice your craft so that they can better understand how your products relate to you and your home.

You could also film a combination of both and allow viewers to be virtually transported into your home before trying for themselves some of the craft skills you practice.

Setting up your phone

1.1 How to put the memory card into your new phone

The amount of internal memory, or 'storage', that your phone has is limited, so it's a good idea to be able to use a memory card that can enable you to free up space on your phone by moving files (such as video files) to it. The memory card is also useful for sending your videos to Amisha for uploading if your data plan or internet connection makes it difficult for you to upload things yourself.

If you do not yet have a smartphone and memory card, please contact Amisha to let her know. You can either phone or text her on: +91-9925025527

When you unboxed your phone, you should have come across this thing:



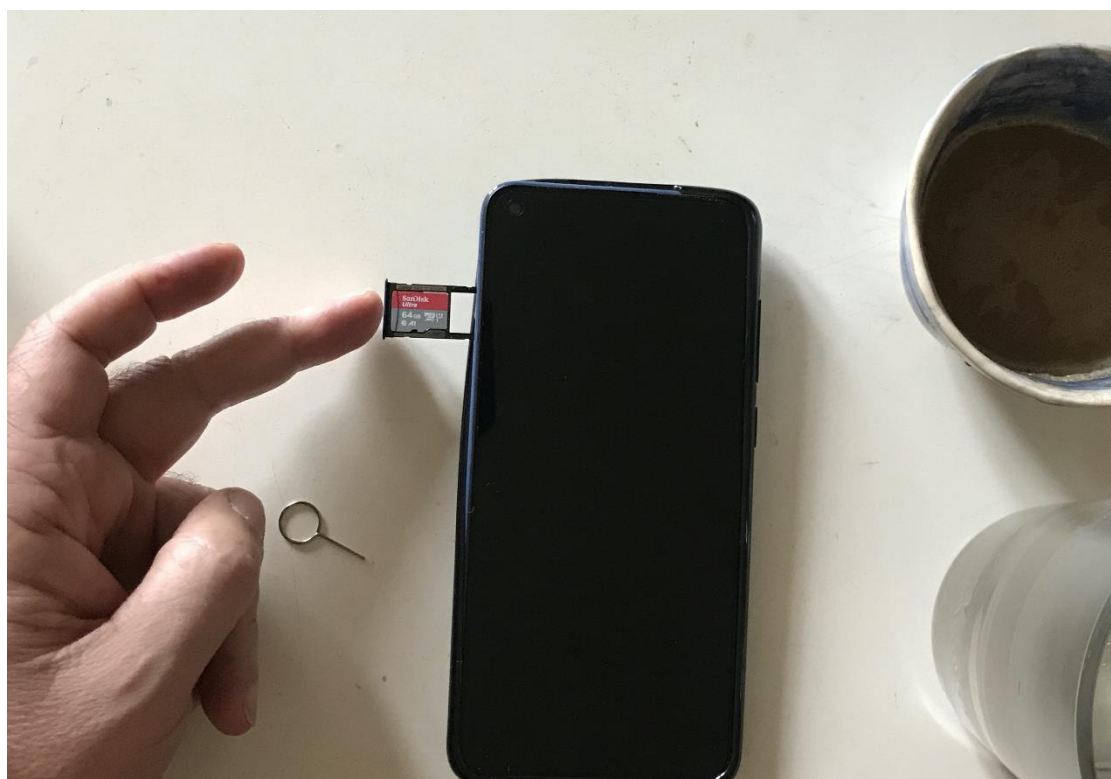
If you ever lose it, no worries, the end of a thin paper clip will do the same job. You use this small device to push into the tiny hole that is here, on the side of your phone...



...to open the tray that holds your sim card(s) and memory card.



Once the card is in place, push the tray back into the phone.

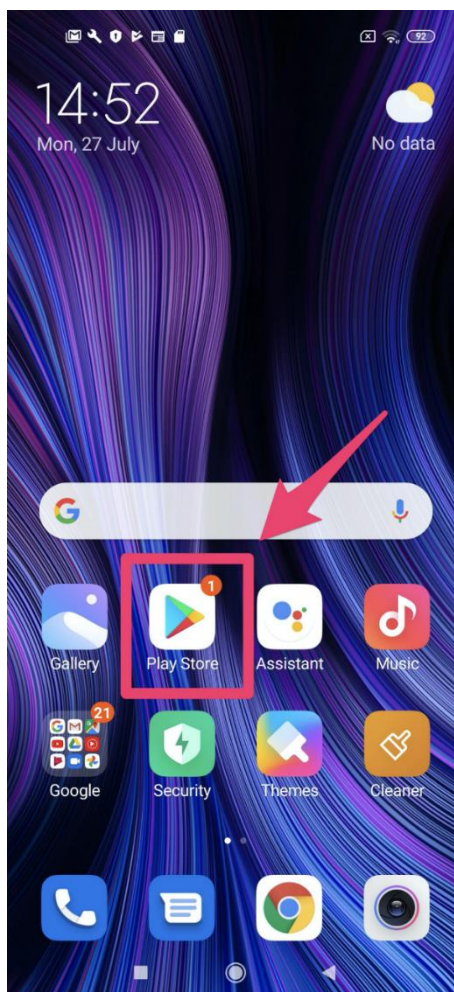


1.2. How to install the KineMaster video app for shooting and editing

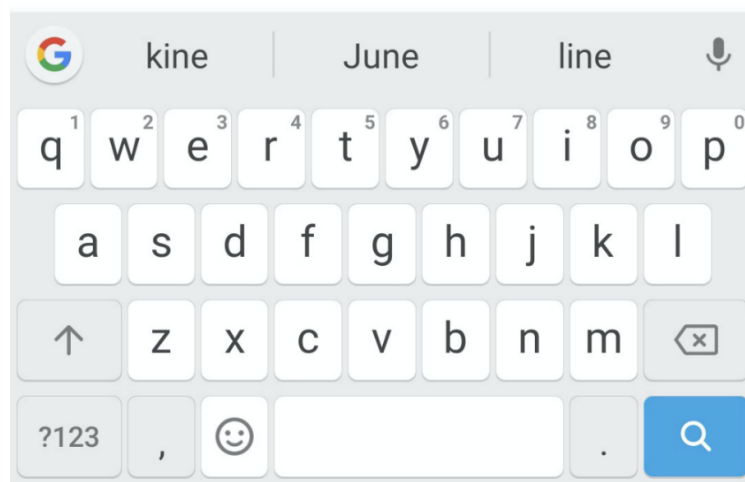
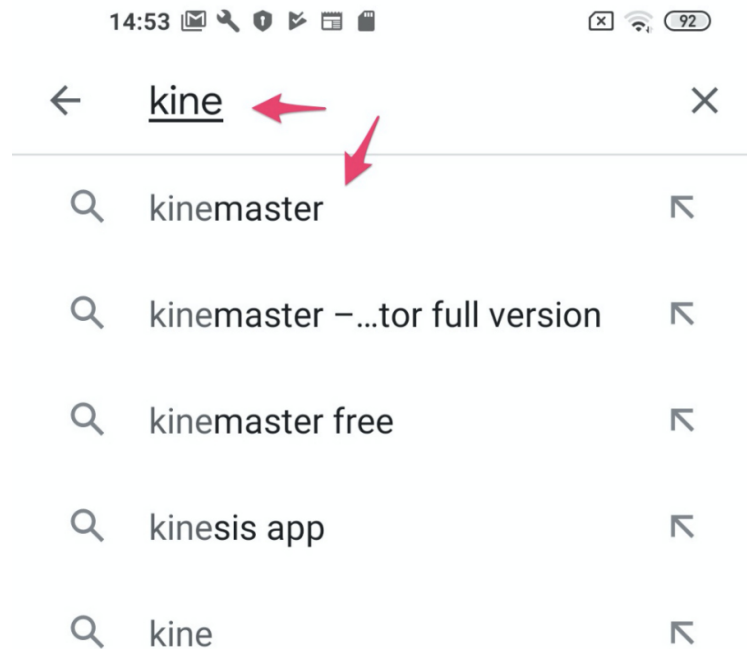
Your phone comes with its own camera app for taking photos and shooting video, but a specialised video app works better.

The one we recommend is called KineMaster, and you need to install it. If you ever want to get rid of the watermark that is superimposed on videos taken with the free version, you'll have to purchase a subscription for the 'premium' version. As that is outside the scope of this project, it is not covered in this guide, and you should take care not to sign up for the premium version unless you are certain it is both affordable and beneficial to do so. Please also note that it is not a one-off payment. Subscriptions are on either a monthly or an annual basis, and if you ever subscribe then payments will keep being taken unless you cancel your subscription before the next payment is due.

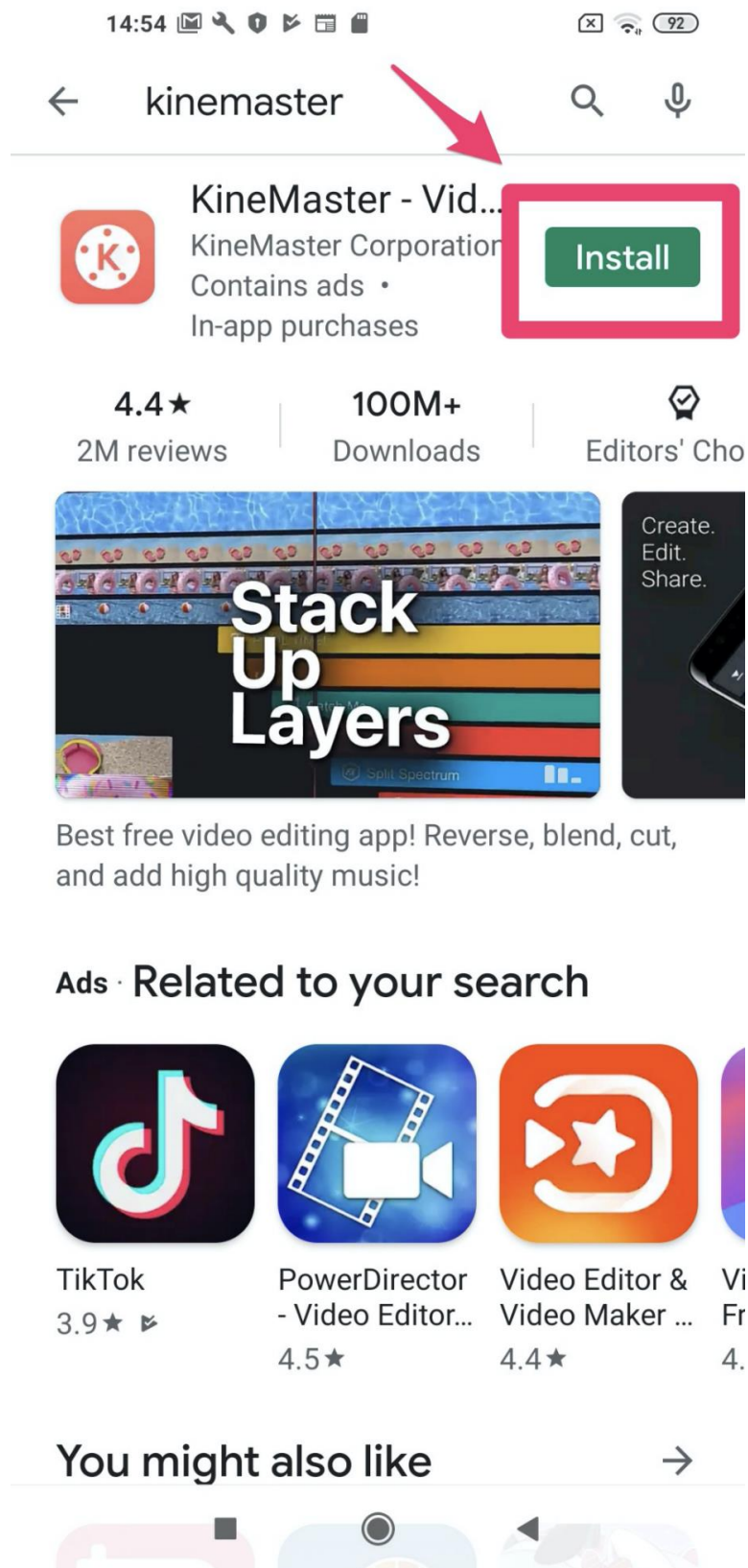
To install KineMaster, first open the Play Store by tapping on its icon:



You can then search for 'KineMaster' (start typing in the search box, and then you can tap on 'KineMaster' in the search suggestions that appear):



Next, tap on the install button:



1.3. How to make sure videos are saved to the memory card, rather than the phone's internal memory

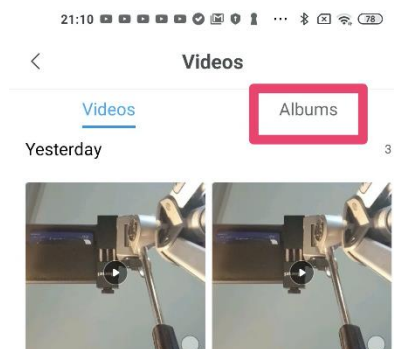
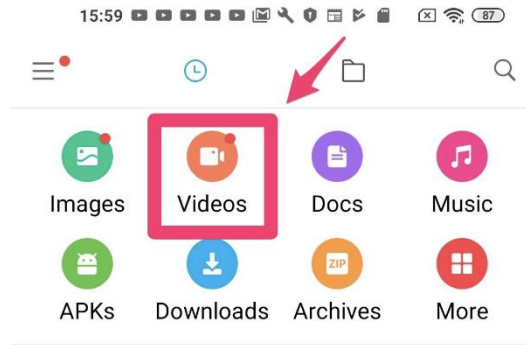
By default, KineMaster will save the videos you shoot with it to your phone's internal memory.

Eventually, you may need to clear space from your phone's internal memory, or you may want to move videos to the memory card (the phone calls it 'external storage') so that you can post the card, with videos, to Amisha for uploading.

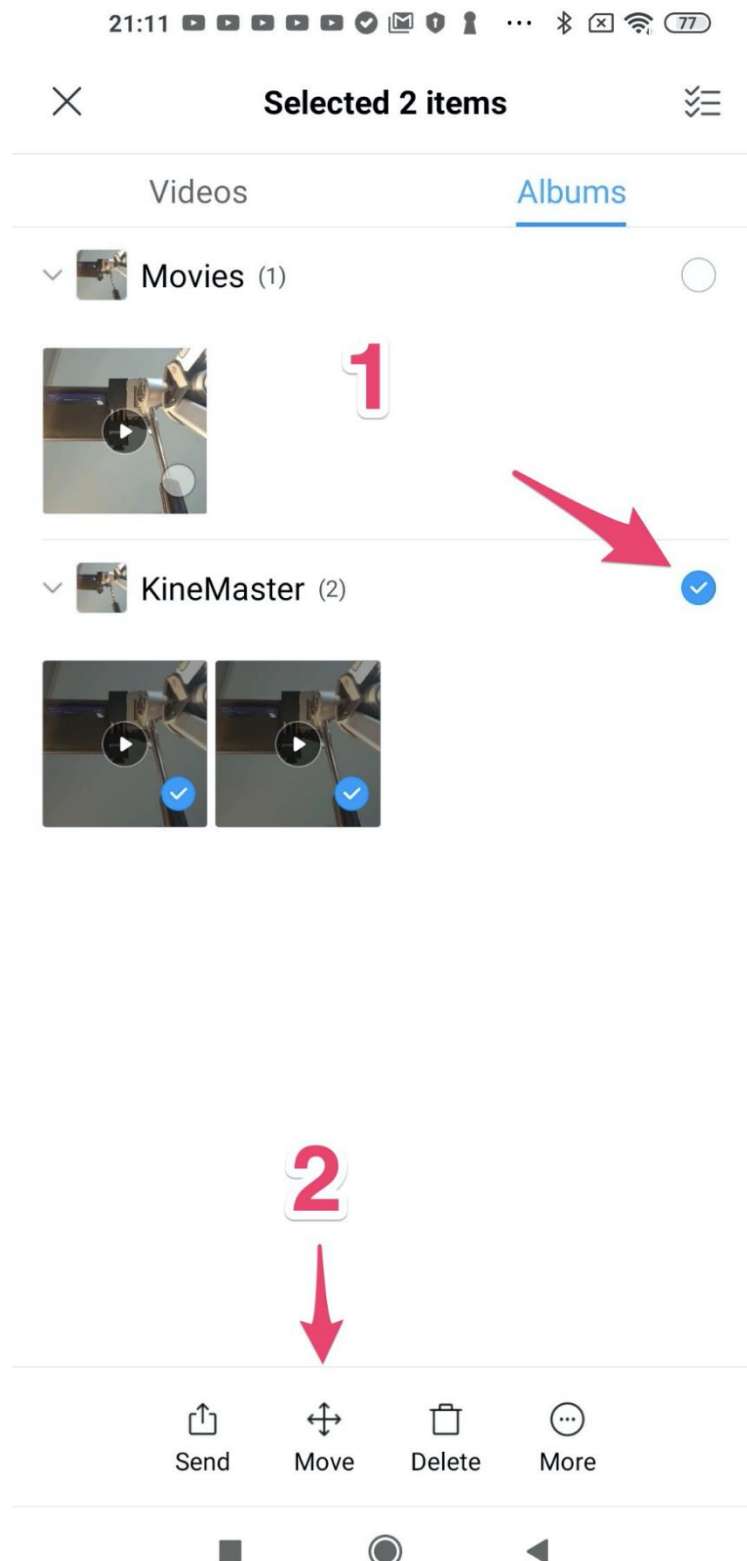
To copy or move videos from internal storage to the card, open the File Manager app:



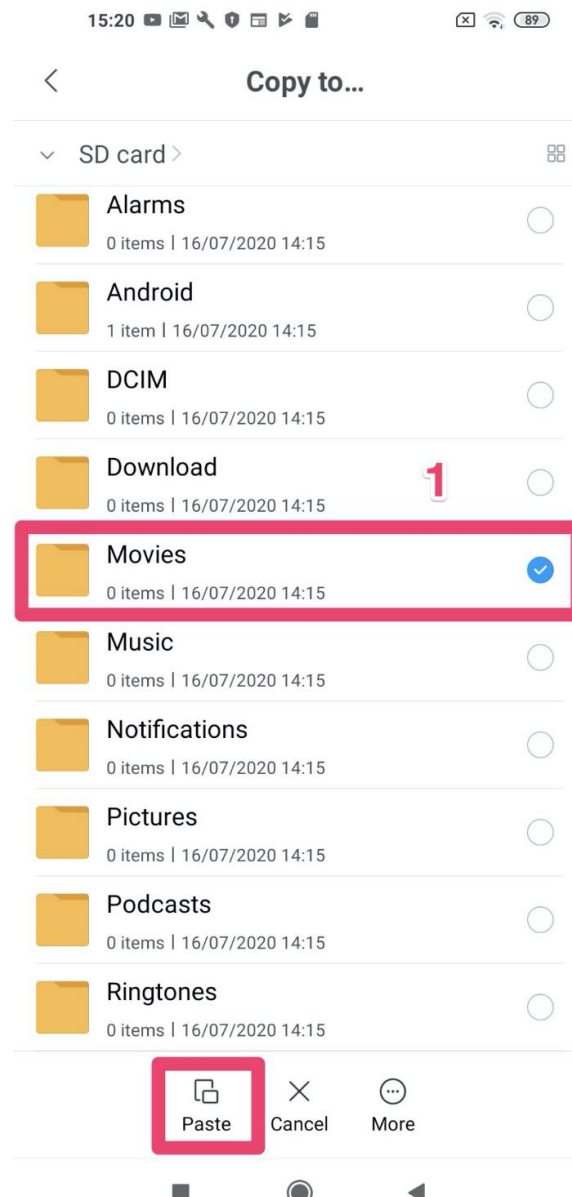
then find the video(s) you want to move and select them (by default, they'll be in the KineMaster 'album'):



Once selected, you can either copy or move them to the memory card (either way, you need to tap on the 'Move' icon):



It's safest if you copy them by next selecting the Movies folder on the SD card and then tapping on the Paste icon:



Once pasted to the Movies folder, you can then check the videos are safely on the card by playing them from there before you delete them from the phone's internal memory to free up space – ideally with the SD card removed while deleting, just in case! If you want to be doubly sure of not losing your work, buy another SD card and copy things to that card too, and then keep it somewhere safe as a backup.

1.4. Getting your videos uploaded

Once you're sure the movies are safely on the card, you can post it to Amisha at this address, if you'd like her to do the uploading for you:

Amisha Bajpai
C/O Sucharita Beniwal,
Faculty – Textile Design,
National Institute of Design
Paldi, Ahmedabad 380007
Ph.no: +91-9925025527

Alternatively, you can use WeTransfer to transfer files (or collections of files) up to 2GB at a time:

<https://wetransfer.com/>

Here's the email address to send them to: A.Bajpai@hw.ac.uk

If you have your own personal or business YouTube, Vimeo, Instagram, Twitter etc. account, and your internet connection is good enough (and your data allowance is generous enough) to upload things yourself, please go ahead and do that in the usual way. If unsure about how to do it, please contact Amisha for advice. Please be aware, however, that even if your internet connection is good, it might be cheaper for you to physically post your videos to Amisha. This is because your phone network may set a limit on how much data you can transfer (whether downloading, uploading or sending) for free, and may charge a lot if you go over that limit. Again, Amisha can advise on what your situation is and how best to deal with things.

2. Shooting videos

First, prepare your work area. Try to avoid having non-workrelated items in the background or in or around your work area as they can distract your audience (though things you might normally have around you, such as a pet, mirror, radio or drink are fine).

Decide on the best angle to shoot your work from and think about what needs to be in the 'frame' (what viewers actually see on the screen) and what doesn't. Try to arrange things with your camera and tripod to show the work being done as clearly as possible, bearing in mind the format you plan to use.

2.1 Choosing the best format

Once you have installed KineMaster on your phone, think about where you are going to put your video (e.g. on TikTok, YouTube etc.) before you start shooting.

You can then open KineMaster by tapping on its icon and choose the best format (or 'aspect ratio'), to use for your new 'project' (i.e. video clip), for example:

16:9 Landscape – YouTube/Vimeo/
FaceBook/Twitter



1:1 Square – Instagram



16:9 Portrait – TikTok



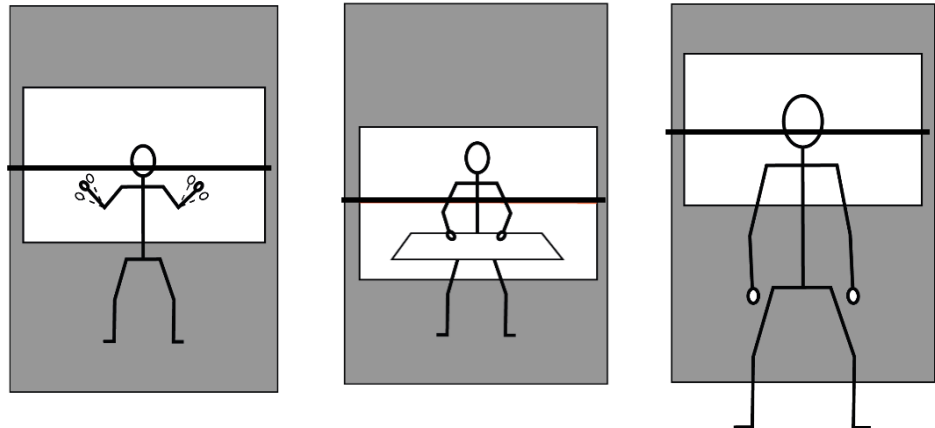
If undecided, choose 16:9 Landscape.

2.2 Screen Composition

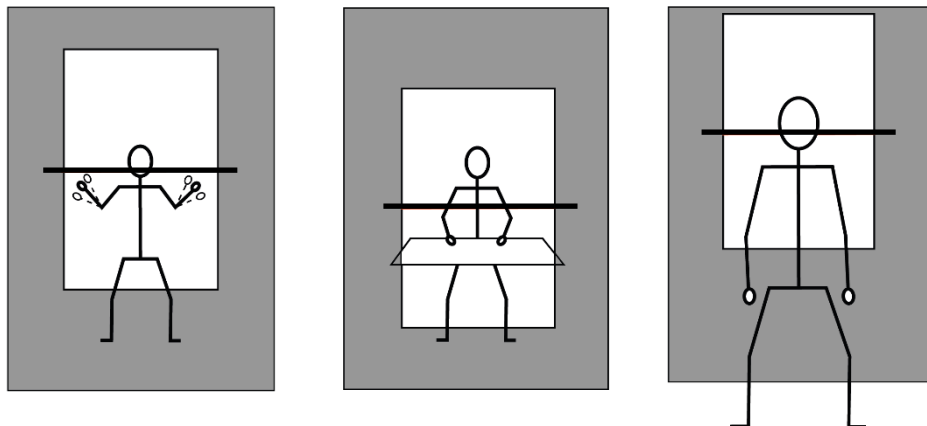
2.2.1 Forward-facing videos:

Note the position of the body in the screen. The **bold** line indicates the centre of the screen from top to bottom and how it changes with the different compositions.

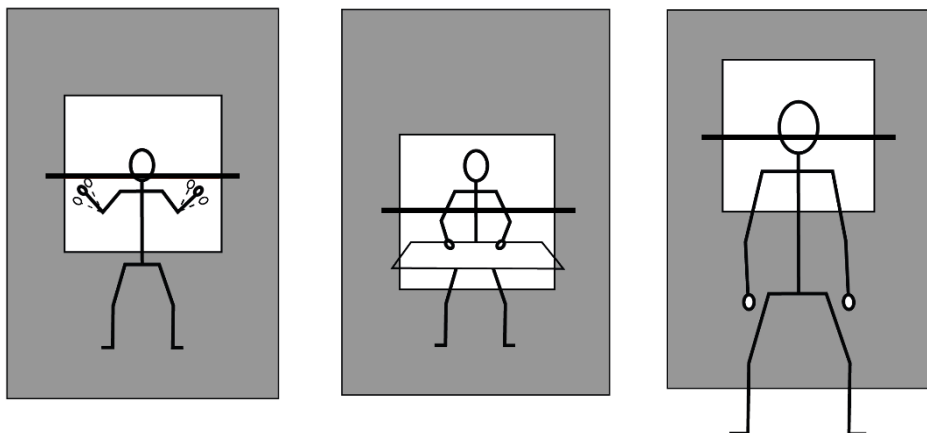
Landscape



Portrait

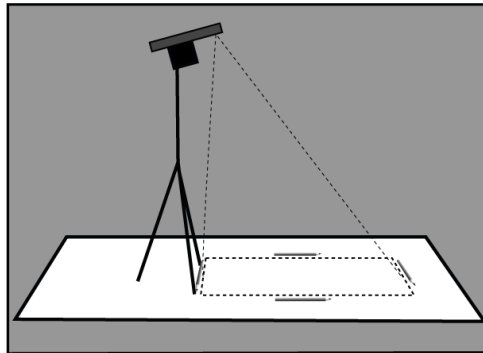


Square

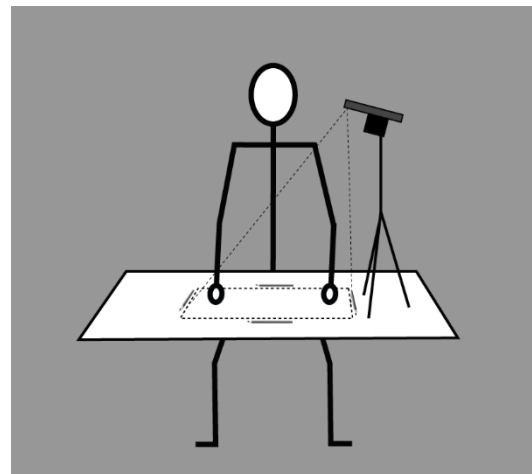
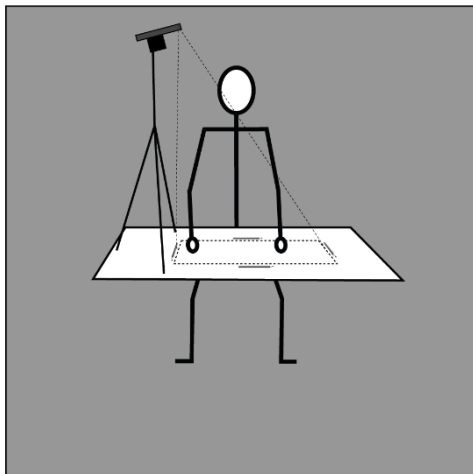


2.2.2 Overhead filming:

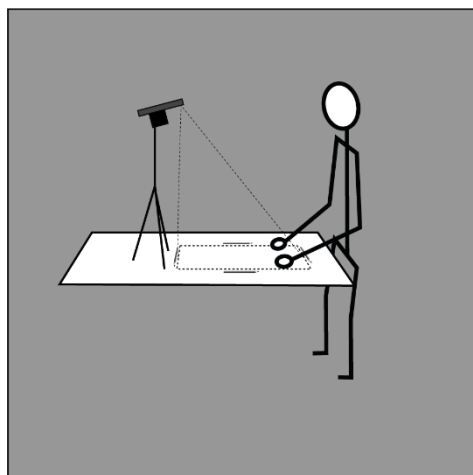
Considering the activity, plan out the area to be used and use simple items like pencils/rulers/tape, to mark out the area just outside the camera view.



Landscape/Square



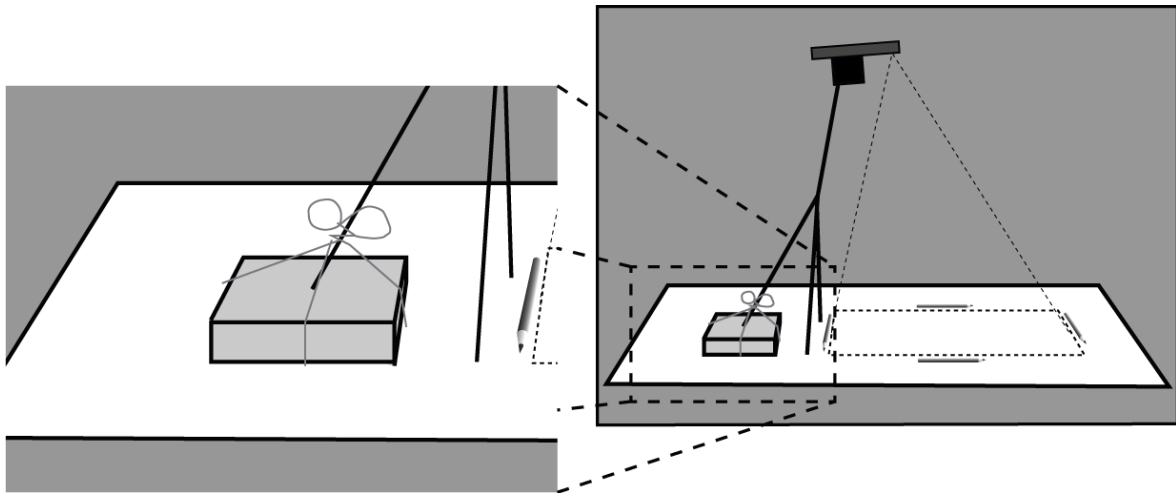
Portrait



Test the different heights of the tripod for the best view.

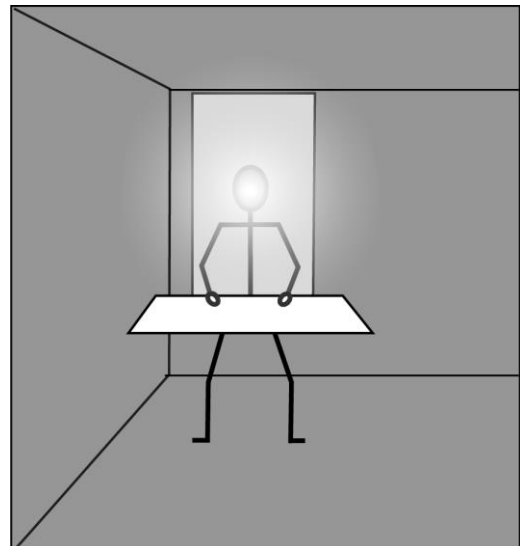
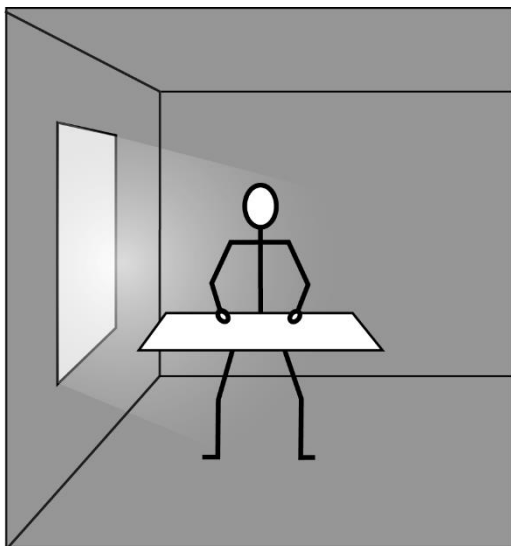
The phone may film this upside down, however, it is easy to rotate it the right way up afterwards, when editing within KineMaster.

To obtain a flatter, less distorted overhead shot, prop up the back leg of the tripod on an object. If necessary, use a reasonably heavy object and tie the leg of the tripod to it, in order to prevent it from falling over. The phone does not always need to be completely horizontal.



2.3 Lighting/Illumination

Good lighting of the subject is essential. Using a nearby window is fine as long as it is not behind you. Try to avoid creating shadows on the work area.



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