

A Job Seeker's Guide to Video Profiles for Employment



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Central Vancouver Island Multicultural Society
101 – 319 Selby Street, Nanaimo BC V9R 2R4
www.cvims.org

This Guidebook has been written with the intention that someone with little or no experience making videos can use it. The aim is to create as professional a video as possible, without the expense of hiring a professional. This Guidebook is intended for use with the video tool “A Job Seeker’s Guide to Video Profiles for Employment” and we urge you to use the two together. The video tool can be found at <http://www.cvims.org/get-a-job/video-profiles/>

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INTRODUCTION

A Video Profile and How It Can Help With Your Job Search

A **Video Profile (VP)**, if done correctly, is a powerful tool in the job search process that can introduce an unknown job applicant, you, to a potential employer and help you stand out from the crowd of unknown job applicants. It is best used as an enhancement to a job application and not as a replacement of either a paper résumé or any other traditional method of seeking employment. A VP serves as the first contact between you and the employer and creates a strong first impression, showcasing your communication skills and personality.

Video technology can show an employer who you are and what you can do in a matter of 30 seconds. Without it, you leave an employer to guess who you are and how good your training may be until an interview, if it ever gets to that stage. **“Discrimination” based on perceptions of language, culture and foreign training** can be an issue in the hiring process. Although employers are very cautious about any hiring practices that could lead to accusations of discrimination, at times they may unintentionally filter out immigrants based on what they believe might be a barrier. Video technology complies with accepted practices and can help break down barriers and stereotypes. With the increase of social media use, expect the technology to become a standard part of the hiring process. While some employers may have reasons for not accepting Video Profiles, they are increasingly gaining acceptance and popularity as part of the application process.

Benefits for Employers

Video Profiles allow employers to more easily and accurately decide which candidates to interview for vacant positions. Specifically, employers benefit because in under two minutes they can:

- See and hear job applicants on their terms
- Evaluate the fit; watch applicants demonstrate what they can offer: confidence, energy, enthusiasm, communication skills, etc., and learn what applicants want in their careers
- Improve the accuracy of screening for job readiness
- Find applicants best suited to the company and position

Benefits for Job Seekers

- Employers will quickly change from viewing you as an unknown applicant to a known prospective employee
- Show employers how well you can function in a Canadian business setting
- Demonstrate communication skills, enthusiasm and job readiness etc.
- Avoid exclusion due to language, culture or foreign training
- Get more interviews and get more job offers

This guidebook is designed to provide you with the knowledge and understanding of how to create your own video profile.

1. Plan it!



2. Film it!



3. Upload it!



1. PLAN IT!



CHAPTER ONE

The Video Content and Script

- 1 Compose what you want to say in your video, in other words prepare a script. Write it the way you would say it. Be clear and to the point. Avoid words, phrases and speech patterns that feel uncomfortable or unfamiliar to you.
- 2 Keep your script short; 1 to 2 minutes ideally and no more than 2.5 minutes.
- 3 Distinguish yourself. General statements like: *“Looking for full time employment”*, hide what makes you distinct. Decide what you are looking for and then:
 - Define your career objectives
 - Be clear and to the point
 - Demonstrate that you know your industry, and
 - Use key words and terms

tip

State your career objective clearly so that employers don't have to guess what you are looking for.

- 4 Be proactive and try to answer these questions in your script.
 - How do you want to present yourself? How do you want to be seen by an employer?
 - What are your values and ethics?
 - How would you describe your character and integrity?
 - What is your passion and what are your gifts?
 - What are your talents? What makes you unique?
- 5 Keep your script professional; don't include information that you wouldn't normally put in a résumé. Include personal information only if it is relevant to the position.
- 6 Organize your key words and main ideas. Consider how they can be arranged. What do you want to say first? How do you want to end? Try to be brief.

- 7 Show that you know your industry. Use terms and terminology used by the company or industry you are targeting, and try to incorporate them in your script. Be sure to check company websites and job postings.

tip

Mention a hobby only if it is relevant to the position. For example, if the company has a sports team you might want to mention that sport is a hobby if you are an avid player.

Don't use humour unless you are applying for positions that require a sense of humour.

Be aware that what is acceptable in one culture may not be acceptable in Canada.

- 8 Remember that repeated words and phrases focus attention. If you use repetition, use it carefully. Focus attention where you want it. Attention focused elsewhere will reduce the impact of your introduction. Generally, avoid repeated words and phrases.
- 9 Avoid vague and overused expressions like: 'hard working'; they diminish the impact of your presentation.

tip

Imagine you are a 'news anchor'; then prepare a clear and concise presentation.

- 10 Visualize your audience. Direct your message at your audience. For efficiency, try to make your introduction general enough so you can send the video to multiple potential employers. Then if you target a specific field of employment or a particular employer, customize your video accordingly.
- 11 Use the video to complement the information in your resume and do not repeat phrases word for word. Highlight key points but avoid lengthy details or explanations.
- 12 Reflect your energetic personality and be prepared to show your enthusiasm.
- 13 Practice your script in front of a mirror. Look directly into your eyes. How does your face feel when you smile as you speak? Remember how that smile feels. It will be important when you do your recording.

tip

Read your script out loud and time it. Take your time reading and make sure your sentences aren't too long and you take the time to breathe. Does it feel comfortable? Do a test recording to hear how you sound. Are you clear? Is it too fast or too slow? Practice smiling when you read. When you are happy with your script, memorize it and practice it while looking in the mirror. Look straight into your eyes when you practice and try not to look away. Later when you are recording your script you will either look directly into the lens or at someone who is almost directly in line with the lens. Ask employment advisors, other professionals, or friends to provide feedback on your script.

Key Elements of a Good Video Profile

INTRODUCTION:

Introduce yourself and state what position you are applying for. Here are few examples:

"Hi, I'm _____. I have a passion for communication and helping others. I would like to utilize my strengths in a public relations capacity."

"Resourceful, innovative, and professional. Passion, skills and experience, these are the qualities I bring to your organization. Hi, my name is _____."

"Hi, my name is _____ and I'm a nurse available for hire!"

BRIEF HISTORY OF YOUR EXPERIENCE:

Give a very brief example of your past and current experience. Describe what makes you stand out in your current or last job.

"My name is _____ and I have a Masters in _____ and a Bachelor of _____. Working for the past ___ years as a technician in the lab and in the field, I have provided reliable results for various research projects. Most recently, I worked in _____ and took responsibility for _____."

As a child, I had an excellent eye for detail and developed drawing skills as a means to communicate and record my observations. This attention to detail has also been an asset in the collection of samples and lab analysis.

My creative abilities are a huge advantage in making illustrations for reports and articles and in creating presentations for a wide range of audiences. I love to share information with others and I am able to make complex ideas and knowledge understandable.”

“Over the last _____ years, I handled communications between _____ in one of the largest shipyards in _____. My responsibilities included _____. In order to increase operational efficiency, I designed and implemented _____ to assist with _____.”

WHAT MAKES YOU UNIQUE:

Describe why you are a fit for the position; keep it short and to the point. Try to refer to a specific requirement of the job posting that you match. What are your talents? What makes you unique and wonderful to work with?

“I have been recognized by employers as being _____. Holding a certificate in _____ has been an invaluable asset to my profession. I am able to provide quality nursing by communicating empathetically with patients and their families.

“_____ are my trademarks as a research technician. My positive energy, willingness to help others, and enthusiasm will make me an excellent addition to your group.”

“Based on my experience and MBA, I am confident that I can bring creative and reliable solutions to any work place.”

THANK YOU AND WRAP UP:

Wrap up your video by thanking the viewer for his or her time, and for watching the clip. Encourage the viewer to contact you.

“If you are looking for someone with excellent interpersonal skills to provide a compassionate and holistic approach to care; someone who is efficient in their workload and who is flexible and adaptable, then I am ready to join your team. Thank you for watching.”

“Thank you very much for your time viewing my profile. I look forward to hearing from you!”

“I am out-going, a good communicator, listener, and a problem-solver. I look forward to hearing from you. Thank you!”

CHAPTER TWO

What to Wear

- 1 Wear clothes that make you look professional, clean and presentable. Think about the type of work you are applying for and dress accordingly.

tip

If this is a position for a business professional then dress as a business professional. If this is a position that would not require you to wear a business suit then casual clothing may be more appropriate.

- 2 Avoid wearing clothing with complicated patterns such as thin lines or small checker patterns. Also avoid wearing solid black, solid white or bright red. These will not photograph well on video. Small, complicated patterns can cause distracting video distortions that will detract from your presentation, bright reds will appear to smear in certain resolutions and white and black tend to create too much contrast. Choose clothing that compliments and contrasts your skin tone. If you have fair skin, choose a darker tone of clothing, but not so dark that it will cause video problems. If you have darker skin, then choose a lighter tone of clothing.



Figure 2-1: Avoid wearing clothing with complicated patterns.



Figure 2-2: Avoid wearing solid black, solid white or bright red.

tip

Avoid colour combinations associated with holidays or certain events, such as red and green (Christmas), or black and orange (Hallowe'en).

- 3 Choose clothing that goes well with your background; more on choosing your background later. Clothes that blend or conflict with the background create problems with your video. For example, wearing a black shirt while standing in front of a black background looks, in your video, like a floating head.

CHAPTER THREE

Finding a suitable location to record your video

Find a location that is quiet, has good lighting and a suitable background.

- 1 **FIND A QUIET LOCATION.** Check your location for noises that might interfere with the audio for your video. Good clear audio is very important. You want people to hear you and you don't want to be competing with unwanted noise such as traffic, machines starting and stopping, kids playing, people talking, televisions, music, noisy fridges or fans. The best way to check audio is to listen quietly to hear what noises there are in the background. Is this a location that is insulated or can be isolated for sound? Can you shut windows and doors to eliminate noise?

tip

If you edit your video and you have noise in the background that changes over time then you will hear those changes with every edit (for example music would sound like it's jumping or a machine might be on in the background and then suddenly off). If you want to add music it should be added in the edit process rather than playing in the background as you film.

tip

Human ears naturally filter out background sounds and tune into what the brain wants to hear. However, most microphones do not work that way and record all noise equally; this will interfere with your voice being heard clearly. This guide will look at microphones later when we discuss the equipment you will need.

tip

Noisy fridge? Shut it off or turn the temperature up so it shuts off automatically. Put your keys in the fridge. That way you won't forget to reset. You can do something similar with heating or air conditioning.

- 2 CHECK THE LIGHTING.** Try to ensure that the lighting is bright, diffused and even. Is there a good natural light source such as windows or skylights? If the room is dimly lit, it will not be suitable unless you have extra lighting to help light the scene. You can use household lighting but it needs to be bright enough so your video camera does not have to compensate for a lack of light. Low light levels can make your video look grainy and unprofessional. Big differences in lighting levels can create dark shadows, which can affect the way you look. If the angle of the lighting is extreme then you will end up with shadows on your face that may not be flattering. Avoid direct sunlight or flood lights that are pointed directly at you as these will produce dark shadows and may make you squint your eyes. How to light the location effectively is describe in Chapter Four – Camera Equipment and Operation.



Figure 3-1: Big differences in lighting levels can create dark shadows and odd angles can make for strange effects.

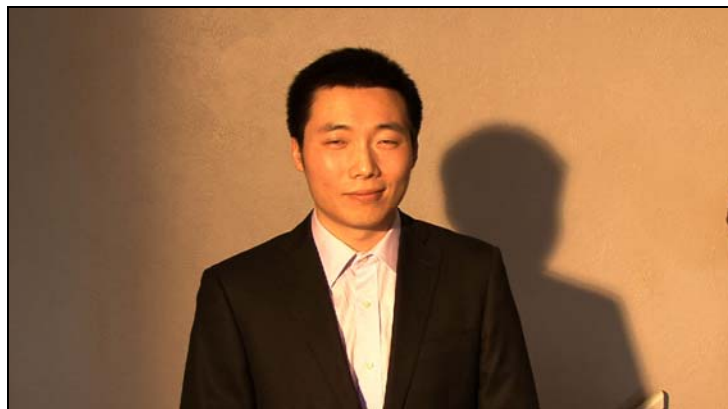


Figure 3-2: Avoid harsh direct lighting in your eyes.

tip

Different types of light have different colour temperatures and if you mix them you can end up with video that looks blue, orange or green. Colour temperature will be discussed in Chapter Four - Camera Equipment and Operation. The key thing to remember is to try to have your light source the same (either all daylight or all fluorescent or all incandescent if possible).

tip

Depending on the weather, daylight may not be a reliable source of light. If you are using direct sunlight on a day with variable clouds then you may have different takes (recorded versions) with extreme lighting changes which won't look good back to back when edited.

- 3 FIND A SUITABLE BACKGROUND.** Find a location with a background that is suitably professional and complements your clothing; one that is not too cluttered or busy. If you are choosing an office setting make sure it is tidy. If you are utilizing a location in your home avoid using a background that is too personal. Do not shoot the video in your bedroom or kitchen unless the only thing that you can see through the camera is a wall. Make sure that the background colours do not conflict with what you plan to wear or do not match your skin tones.

If there is artwork, plants or other objects in the background, make sure that they do not get cut off in a way that looks odd. For example you do not want a plant directly behind you so that it looks like it is growing out of your head. Be aware of things in the background that may shift when you change the camera frame, such as shelves, wall corners etc. that make your editing look inconsistent.



Figure 3-3: Be aware of objects in the background.

tip

The best background has a single color but if you want to use an interesting background that makes sense for your video try it out. Try test shooting your video with a couple of backgrounds to see what works best. Choose your background then work on the final video.

tip

Your best setting is one you can control. If you choose a location that is public, where people may be walking around, make sure that it will not make you feel self-conscious, or that people in the background will not be a distraction for your viewer.

2. FILM IT!



CHAPTER FOUR

Camera Equipment and Operation

Cameras

There are many different types of cameras that are suitable. You will need to refer to the camera manual, especially if the camera is new to you. You will be making adjustments to exposure, focus and audio levels, which we discuss under Camera Operation, below. When choosing a camera, here are the things to consider.

What cameras are available to you – video camera, still camera with video, smart phone with camera, web camera (built in or separate)? The points below examine each option.



Figure 4-1: Webcam on computer

- 1 For best results, choose a camera that is at least semi-professional, capable of capturing high quality video and audio, and has the ability to control settings for exposure, focus and audio levels. Lesser cameras will not show you at your best. We expect to see HD quality footage on YouTube®, Vimeo® and other video web hosting sites.
- 2 Most consumer HD video camcorders are suitable for shooting your video.
- 3 Most new DSLR still cameras (Digital Single Reflex Cameras) that shoot HD video (High Definition) are also suitable.



Figure 4-2: Digital Single Reflex Camera

- ④ Camera phones and tablets should be avoided if possible. They have a lower resolution and won't look good without good lighting and a way to hold them steady.
- ⑥ Web cameras should be avoided unless there are no other options. Both built in and standalone generally have poor resolution quality.
- ⑥ For the best sound, choose a camera that will allow you to plug a microphone directly into it. Built in microphones tend to be poorer quality and might pick up camera noise. This is especially true of older HD cameras that use tapes.

Tripods

Keep the camera steady, use a tripod or set the camera up on something that frames the shot so you can be comfortable and look natural for your presentation. Ideally you want to be standing for your presentation rather than sitting. You will breathe better and have better posture.



Figure 4-3: A tripod keeps the camera steady.

- 1 Make sure that your tripod is level so that you and the video image do not look tilted to the left or the right and you have a flat horizon line. Imagine looking at a shot of a lake – it would not look right higher on one side than the other! Avoid or remove items in the background of your image if they make your horizon lines look slanted: such as shelves, fixtures, art work etc. Most importantly, you want to make sure that you do not look tilted to the left or the right when you stand up in front of the camera.



Figure 4-4: Make sure that your video image looks straight.

Microphones

Quality sound or audio is critical to a good presentation. Avoid using a built-in microphone on a camera. The distance from the microphone to the subject cannot be controlled. Built-in microphones pick up extraneous noise such as camera noise and the automatic volume control degrades the quality of the result. The following external microphones can be rented.

- 1 The best microphone option is a **LAVALIER**. These are small microphones that can be pinned or clipped on to a lapel or tie. They are hard to see and work very well in close proximity to a voice, eliminating or reducing unwanted sound or noise that is farther away from the sound source that you want. These are the type of microphones that news anchors use.



Figure 4-5: Lavalier Microphone

- 2 **SHOTGUN** microphones are long tube microphones that can be mounted on a camera, placed on a stand or used on a boom pole. Shotgun microphones are very directional and pick up sound from the direction in which they are aimed. For interview and presentation purposes they work best in close proximity to the subject or speaker. Also, a boom pole requires a person to hold the pole and point the microphone.



Figure 4-6: Shotgun Microphone

- 3 There are a wide variety of **VOCAL** and voice over microphones but in general they need to be in close proximity to the speaker, are more obvious and visible and less mobile than a lavalier microphone.



Figure 4-7: Avoid handheld vocal microphones if possible

Lighting

Standard television lighting utilizes a minimum of three lighting sources from three different directions. This is called three point lighting. With your presentation you should try to create or simulate the same type of lighting. The three types of lighting sources and angles are:

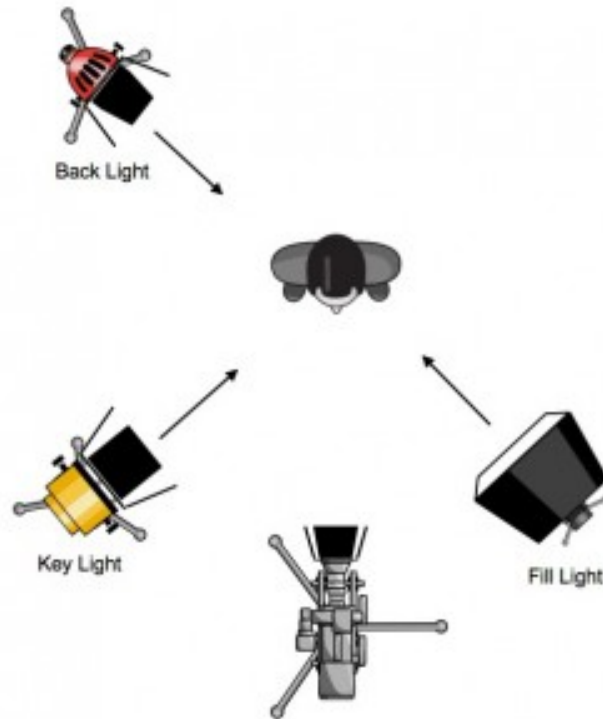


Figure 4-8: Three lighting sources

- 1 KEY LIGHT.** The key light is the main source of light on a subject (in this case, you). It should come from an upper angle on one side of the subject. If the angle is too high it will create dark shadows and if it is straight on it will remove the definition in your face making it look flat.
- 2 FILL LIGHT.** The fill light is a secondary source of light that comes from the opposite side of the key light. It is usually a dimmer light than the key light and when combined with the key light will help create soft shadows on your face which will in turn help provide some depth and definition.
- 3 BACK LIGHT.** The back-light or rim light is a source that lights the back of a subject and helps to separate it from the background. Normally this light would be on the same side of the subject as the key light (opposite side of the fill light). It is also called a rim light because it helps to create a rim on the top of your head and shoulders.

If you have access to a small professional light kit that would be ideal but it is also easy to shoot good video with available light sources.

COLOUR TEMPERATURE OF LIGHT. Different types of light have different colour temperatures: daylight is blue, fluorescents are green and incandescent are orange. Each type of lighting source corresponds to a different part of the light spectrum.

For simplicity and best results, use lighting sources with the same colour temperature. If you mix them you can end up with video that looks blue, orange or green or can have multiple colours in the same image; not an ideal result .

The white balance function on the camera can compensate if you must use different colour temperature lighting but the results are not ideal.

Professionals and enthusiasts use “gels” that can be added to professional lights that help balance the colour. For example a blue gel on an incandescent light will change the colour temperature to match outdoor light.



Figure 4-9: Blue gels balance incandescent light with daylight.

If you are using natural daylight as a source then you should try to use it as a key light unless you have a stronger light that you can use for a key light. Try to avoid direct sunlight unless you are outdoors. Clouds can help by diffusing the sunlight. Sheer curtains or white blinds can also help to diffuse light. If you need a fill light you can use a lamp with a daylight bulb. In this scenario, an incandescent light makes for a nice backlight or rim light. It will give a bit of an orange colour if the camera is set for daylight and will provide a nice effect. An orange colour is preferable to a blue colour as it makes the image look warmer.

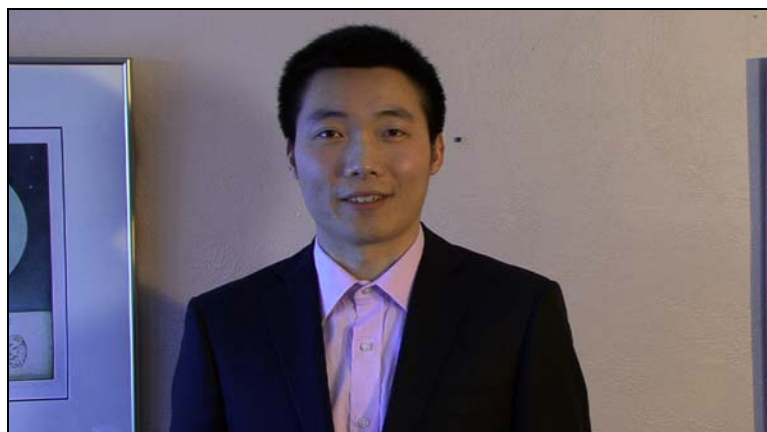


Figure 4-10: Daylight will look blue if the camera is set to indoor light.



Figure 4-11: Indoor light will look orange if the camera is set to daylight.

If you have a location with lights that are adjustable such as halogen fixtures that can be aimed then you can direct the lights to give you a basic three point light set-up. Some homes have art-gallery style track lights, which are ideal for this kind of set-up.

Camera operation

We suggest that you use a professional or semi-professional camera because they provide control over most of the basic functions described below. Try to avoid the use of automatic camera functions. Camera settings may be on the exterior buttons and dials or in the menus. Camera phones, web cameras, Go Pro's and other similar cameras do not provide any control over these functions and would require you to be very careful when shooting, to get a quality result. These fully automatic cameras could adjust the image during your presentation and degrade the result. If you can, get a friend who has an interest in photography to help you operate the camera.

- 1 **AUTO FOCUS** may actively search for focus if you move in the frame creating an odd effect that brings you in and out of focus or worse leaves you out of focus. Zoom in on your subject (or have your camera operator zoom in on your face) and set the focus manually when their

face is filling the frame. This way you know that the most important feature, the face is in focus. Most cameras will let you flip from auto to manual and keep the auto setting in the manual mode. If you allow the camera to auto set the focus when you are zoomed in and then switch to manual you should have a good setting (you will be able to tell if you are in focus when you are zoomed in).

- 2 **AUTO IRIS** may adjust as you move as well. The iris determines how much light enters the camera. Auto iris adjusts when light levels change or when something darker or something lighter enters, exits or moves within the frame. You should set the iris in manual mode when you are zoomed in on your subjects face, the same way you did with the focus. This way you will expose your face properly. The quality of your video does not change if parts of the background are over or underexposed. Again, with most cameras you can set the iris using this procedure: zoom in on the face, flip the iris control to auto mode then hold the setting.
- 3 To ensure that the exposure is not still in auto you also need to set the **SHUTTER** and the **GAIN** (ISO on DSLR cameras) in manual mode. Increased gain or ISO will make your video look grainy; the higher the setting the grainier it will get. Ideally you want to keep the gain at zero or in the case of ISO between 100 and 500. The shutter speed should be set anywhere between 60 and 100. Use the 60 setting if the light is low. If it is lower than 60 you may get tracers (shutter effect) when you move around. The higher the shutter setting the less light that is allowed through the lens (high shutter speed is used to capture fast motion without it blurring and is not applicable for shooting your introduction video). You may need to reset the iris after you have locked the shutter and the gain (or ISO).
- 4 The best way to set the focus and iris is to have your friend operate the camera and zoom in on your face, and change the iris and focus settings from auto to manual. This will set the best focus and light level for your face, which is the most important part to have in focus and at the right exposure level. Alternatively you can get your friend to stand in so you can make these settings, as long as your friend has a similar skin complexion. Put a mark on the floor so you know exactly where to stand when you change places.
- 5 You should set the **WHITE BALANCE** on your camera if you have that option available. If there is not an external button for white balance, check the camera menu. Each different light source will have an associated colour temperature to which the camera needs to be set. Each source corresponds with a different part of the light spectrum; daylight is blue, fluorescents are green, incandescent lights are orange. Our eyes adapt to this difference in colour temperature so we don't notice it, but the camera needs to be set so it reads the colour temperature correctly. Generally, there are a number of pre-sets built in to cameras including: auto, full sunlight (and variations – cloudy, shade etc.), incandescent, fluorescent and set,

which allows you to set the camera to the current conditions. If you have a mix of light sources you should use the set function.

- Have someone hold a white piece of paper in front of the area you are recording (where you would be standing)
- Zoom in on the paper and then press the set button. This tells the camera the proper white balance setting for that mix of light and ensures skin tones are the proper colour.

If you have a mix of sunlight and incandescent light you will still have either blue or orange colour in your image, refer to the section on lighting to learn how to minimize this.

- 6 Set your **AUDIO LEVEL** manually. Auto audio levels in a camera will sometimes search for sound in quieter moments and will bring the background noise level up. To set a proper recording level, speak at the level you are comfortable with and set the audio so that its average peak is at -12dB and does not hit the peak level (dB refers to decibels, a measurement of sound). The camera may have just a number beside the meter. Usually when the audio levels peak, or go over the maximum level, there is a red indicator at the end of the meter that lights up.

Camera Framing

The framing of your shots is important. Odd framing of your shots can create some unwanted effects and in some cases emotional reactions from viewers that you will want to avoid.

- 1 The three basic camera frames that you want to use and that you can cut between are: **CLOSE UP**, **MEDIUM** and **MEDIUM WIDE SHOTS**. A *close up* frame is from the top of the head to the neck with the eyes at the upper third line in the frame, two thirds up the screen. A *medium shot*, or head and shoulder shot, is from the top of the head to just below the shoulder level and a *medium wide shot* is from the head to the belt line. You might also consider a wide, head to toe shot if you want to establish yourself in a certain location.



Figure 4-12: Head and shoulders



Figure 4-13: Medium wide shot

- 2 Ideally you should look directly at the lens so you are making direct eye contact with the viewer. If you cannot make yourself comfortable looking at the lens then have a friend stand behind the camera with their eyes at the same level as the lens. Practice your script looking at your eyes in the mirror. When you are ready to record try to look at your reflection in the lens. Set the camera up so that it matches your eye level. This way you will not be looking up or looking down (looking up or down can create unwanted effects as well).
- 3 Don't let your eyes move around; this can be distracting. Lock your eyes on the camera lens before you start and stay locked on it for five seconds after you finish - count to five in your head. This will give you time to fade from your shot without your eyes shifting. People have a tendency to look to someone in the room for approval as soon as they finish. Smile and engage with your eyes, look at the lens as if it is someone you really like.

Your Presentation

- 1 **MEMORIZE YOUR SCRIPT.** You should memorize your script rather than reading it and deliver it in the same way you would present yourself during an interview. Imagine that the camera lens is your interviewer - smile and be expressive!
- 2 **BREATHE, RELAX, SMILE AND ENJOY YOURSELF.** If you make a mistake take a breath and start again. Don't jump back in too quickly. If you start to feel nervous, try loosening up by swinging your arms loosely or shaking your body a little bit or dance around - whatever it takes to loosen up and relax. It's important that you feel comfortable, calm and relaxed. Look at the camera lens and don't let your eyes look away. Think of the camera as your friend; now tell your friend why you're the best person for this job.

- 3 **IMAGINE YOURSELF AS A NEWSCASTER.** Stay calm, speak at a moderate pace, don't rush and speak clearly.
- 4 **DO A PRACTICE RECORDING SESSION.** Try several takes or recordings and then review your recording to check your performance. Work on improvements and try again. Make sure that you feel prepared before you do the real shoot. If you have people helping, you do not want to be un-rehearsed and un-prepared.

Recording your presentation

- 1 Try to recruit a team to help with your recording. Typically a production crew consists of three or four people: a camera operator, a sound monitor, a performance monitor and a script monitor. The performance monitor should watch for body language, eye movement and general appearance. Have the sound monitor wear headphones to listen for noise or microphone pops which happen when you pronounce the letter "p"; the air hits the microphone and makes a pop noise. The script monitor follows the script and ensures that you follow it and say everything correctly. It is easy to make minor grammatical errors that you can miss while shooting, but hear later when you are editing; even professionals can make these mistakes. If you are working alone, you will have to stop and start the camera; review your recorded performance to check for mistakes and ensure that you followed your script correctly.
- 2 You can record your presentation in sections so it isn't necessary to have a perfect performance all in one take. If you break your presentation into sections, you should reframe your shots for editing. For example, start with a wide shot for the first part, then use a close up for the second part and then use a medium shot for the third part etc. If you don't reframe your shots, you will get jump cuts when you edit it together. Jump cuts can be eliminated by using transition effects in editing such as fading to white and then fading back to your next shot. It is possible to use sections of your presentation from different takes but you need to be careful and consistent. It can be difficult to edit multiple takes and have it sound natural if the pace, emphasis and inflection are different in each take.
- 3 Watch your recording with your team, or if you are working on your own show it to friends to get feedback. If it doesn't feel and look right to you, then try again. It's helpful to have several versions or takes to choose from when you edit. It's easier to do extra takes while you have everything set-up than to do more at a later date. If you feel like you're done, do another one for fun! You never know, that final take might be your favorite performance. Often the last takes are the best because as you do your performance over and over, you become more comfortable and the script becomes more natural. Don't be in a rush to get finished; make sure you're satisfied.

CHAPTER FIVE

Editing your video

There are many different consumer level edit systems that you can use for editing your video. Most of these operate in a very similar manner. If you have a PC, you can download and use Movie Maker® for free –

<http://windows.microsoft.com/en-ca/windows-live/movie-maker#t1=overview>

If you have a Macintosh or have access to one, it will have iMovie® on it. We used iMovie® for the accompanying instructional video and provided instructions for both in the guide.

Movie Maker® editing in a PC

To launch Movie Maker, click on the icon on the desktop or click the **Start** button and click on **Movie Maker** in the program list. There are many online tutorials available if you would like more detailed instruction for Movie Maker.

- 1 **CAPTURING:** You will need to capture or import your video to transfer the footage from your camera to your computer in order to make a movie with Movie Maker.
 - 1) To import your photos and videos into Movie Maker, do one of the following, depending on the type of device that you're importing from:
 - Connect your digital camera to your computer using its USB cable, and then turn on the camera.
 - Connect a video camera that records to an internal hard drive or flash memory card to your computer using a USB connection.
 - Insert the flash memory card into a card reader (if you have one).
 - Insert the data CD or DVD into the disc drive on your computer.
 - 2) Click the **Movie Maker** button, and then click **Import from device**.
 - 3) If the **Photos and videos will be imported into Photo Gallery** message appears, click **OK**.
 - 4) In the **Import Photos and Videos** window, click the device that you want to import photos and videos from, and then click **Import**.
 - 5) On the **New photos and videos were found** page, do one of the following:
 - To review, organize, and specify which photos and videos to import, click **Review, organize, and group items to import**, click **Next**, select the videos to import, and then click **Import**.
 - To import all the photos and videos at once, click **Import all new items now**, type a name for all the photos and videos, and then click **Import**.
 - 6) Videos and photos are opened in **Photo Gallery**; select the check box in the upper-left corner for each photo or video you want to use in your movie.
 - 7) On the **Create** tab, in the **Share** group, click **Movie**.

The photos and videos appear in Movie Maker and you can start editing.

If the photos and videos are already on your computer and you want to import them into the project, go to the **Home** tab, click **Add videos and photos**. Hold down the Ctrl key and click on the videos you want to use, and then click **Open**.

- 2 **EDITING VIDEO:** All the edit functions are non-destructive, which means that your original videos can always be accessed the way they were originally shot. You can use the trim and split tools to select only those sections of your video that you want to use.

The **SPLIT TOOL** allows you to split a clip into smaller pieces so they can be re-arranged or so that sections can be eliminated. To split a clip into two pieces, click on the video and place the play indicator on the point where you want to make the split. Under **Video Tools**, on the **Edit** tab, in the edit group select **Split**.

The **TRIM TOOL** allows you to cut the beginning and end off your video or if the video has been split you can trim at the split point as well. To Trim a clip, click on it and then place the playback indicator at the point on the storyboard where you want to create a new start or end point. Under **Video Tools**, on the **Edit** tab, in the Editing group click **Set Start point** to change the in point or click **Set End point** to choose a new end point.

- 2 **TITLES** can easily be added to various places in your movie either over black, another colour background or overlaying a clip. You can edit a title the same way you edit video to make it play for a specified amount of time.

iMovie® Editing on a Mac

To launch iMovie look for the Star icon in the doc (the list of software programs either on the bottom or side of the screen.) There are many online tutorials available if you wish more detailed instruction for iMovie.

- 1 **CAPTURING:** You need to capture or import your video to transfer the footage you have shot from your camera to your computer. The edit software will usually have a default location for storing your video and audio and a standard method for importing it there.
- 1) Connect your camera directly to the computer using a USB cable, or take the chip out of the camera and insert it into the chip reader on your computer.
 - 2) When the camera or chip appears as a device on your desktop, copy the videos on it into a folder for videos on your hard-drive.
 - 3) Next, import your videos into iMovie. Open iMovie and create a new event (project), then to import your videos, pull down File > Import > Movies. In the window that appears,

navigate to the video clips that you saved from your camera. Highlight them all and click **import**. It will take a bit of time to import your movies.

- 4) Next, create a new movie by going to File > New Movie. You are now ready to start editing.

iMovie is a non-destructive editor and will not make changes to your original files. Editing your footage in the editing system consists of a series of commands that tells your computer what to do with the original footage, without actually changing the original. When you export your video, you are creating a whole new video based on the commands you have given.

2 EDITING VIDEO: iMovie is made up of three main windows: the **project library**, the **viewer** and the **timeline**.

- The project library is where all your videos for your edit are displayed, the viewer is where you will view individual videos as you edit, and the timeline is where you will make edits to the videos. You can select a clip in the project library and drag the yellow tabs on either side of the window to select the video “in and out” points. Use these in and out points to remove any sections you don’t want. Grab the highlighted section and drag it to your timeline.
- You can do this with multiple clips and once they are in the timeline, they can be rearranged by dragging to different positions on the timeline.



Figure 5-1: iMovie windows

3 EDITING AUDIO: It’s important to make sure that your audio volume is set at a good level and even throughout.

- To adjust the audio level for a clip, hover the cursor over the clip to reveal the level tool, click on the level tool and pull the audio level up or down. You can adjust the volume with this tool and set fades.
- You can add music by importing it the same way you imported video. Be careful adding music as it can interfere with your voice and make it difficult to hear what you

are saying. If you decide to add music, use it for the intro and extro only or keep it low and sparse while you are speaking.

- Once you have music in the library you can drag it onto the timeline. Music levels are adjusted the same way you adjusted your voice level with the level tool.
- To trim the music clip (make it shorter or longer), hover the cursor over the clip and click the yellow line and pull it out or in to make it shorter or longer.

4 TRANSITIONS AND EFFECTS: Transitions and effects can be used to stylize your video and make the cuts between your different takes more seamless; for example, a quick dissolve or wipe between shots.

- To add a transition, click on the transitions icon in the content library beneath the viewer. It's the square icon made up of four triangles. Drag whichever transition you choose to the space in between any two clips to apply the transition.
- To add effects to an audio or video clip, click on the clip and select the Adjust button in the top-right of the viewer. There you'll see buttons for both video and audio effects.
- Preview an effect by mousing over it. Click on an effect to select it and then click done to apply it.

5 TITLES: Adding titles can help emphasize information. Titles are also important for providing your contact information at the end of your video.

- To add text to your video, click the Text icon, the large T beneath the viewer. There are a variety of styles to choose from. Once you've made your choice, drag the text to any point in the timeline. If you drag it to a point in the timeline where there is no video, iMovie will let you choose a background for it.
- Once you drop your text template into the timeline, you can edit it in the viewer. You can choose font, color and size by clicking the 'Show Fonts' button in the top-left of the viewer.



Figure 5-2: Titles emphasize information

- 6 EXPORTING:** Once editing is complete, it is time to export and save your master video. To export your video, click on the Share menu and select File. Choose the settings and then the location to store your video. Make sure to name your clip so you can find it easily for uploading. You can also upload directly to Youtube® and Vimeo® if you have accounts with either of these websites. See the next section for uploading instructions.

3. UPLOAD IT!



CHAPTER SIX

Uploading your video

There are two popular websites where you can upload and host your video for free, **Vimeo** and **YouTube**. Both of these sites require that you have an account and create a channel in order to post a video.

The following are the step by step instructions for Youtube. Directions for Vimeo can be found on the website at <https://vimeo.com/>

YouTube®

To create a YouTube channel you must first create a Google account and a Gmail address. If you already have a Google or Gmail account, then all you need to do is create a YouTube channel using the same account email and password.

If you do not have an account with Google yet, visit either www.google.com or www.youtube.com and click on the blue **Sign In** box in the top right corner of the web page. Under the sign in box, click **Create an account**.

- Fill in your name, choose a username, create a password and confirm it.
- Fill in your birthday and gender.
- You can choose whether to use your mobile phone number or not.
- If you have a current email address you can fill this in (this and/or your mobile phone will be used if you forget your Google password).
- Type in the security text, set your location, then read and agree to the Google Terms of Service and Privacy Policy.

Once you have filled in all of this information, click the blue **Next Step** button and add a photo to your profile on the next page. When you get to the welcome page, click **Youtube** on the top menu bar. On the next page you need to click on the blue **Sign In** button on the top right corner (feel like you've been here before?). Sign in and you will be logged into YouTube. If you haven't provided an alternate email address or cell phone number, you will get a page prompting you to do so. You can click 'No Thanks' at the bottom and you will be logged into YouTube.

Now that you have a YouTube account you can either create a YouTube channel under your name or create a channel under another name. To create a channel under another name, click the down arrow in the top right corner of the web page (beside your name), click on **YouTube settings**, and then at the bottom of the next page click on **Create a new channel**. You can set up your channel with profile pictures and descriptions. If you are using this channel for your Video Profile, do not use it for any other purpose. And do not post your Video Profile to a personal channel with family films, etc. Any public videos you have on the channel can be viewed by prospective employers.

Once you have set up the channel the way you like it, you can upload your video by clicking on the **upload** button to the left of your name in the top right corner. On the next web page, you can either: click on the upload arrow and search on your computer for the video you want to upload; or drag and drop your video into the same box. You can set the privacy setting for this video before, during or after the upload.

The privacy setting can be set to **Public**, **Unlisted** or **Private**.

- If your video is **Public**, anyone who is subscribed to your channel or finds your video or channel using search words that relate to your title or tags can watch your video.
- If the video is **Unlisted**, it will not appear on your channel listing but people can find it and share the link.
- If your video is **Private**, it can only be shared with the people you have given permission to view it by listing their emails in the privacy settings. With private setting anyone you share the video with must have a YouTube account. A private video means that potential employers may have to create an account to view your video but if you already have a job and don't want your current employers to know you are seeking employment, this might be your best option. If you are not currently employed, then we recommend you use an unlisted setting, or if you don't mind whether anyone finds your video you can make it public for any potential employer to find.

Direct upload from edit software

iMovie and other softwares have methods for direct upload to Youtube and Vimeo if you already have an account. We recommend that you create a master video which you store on your computer and then upload, but here are the instructions for a direct upload from the edit software.

In **iMovie** you can upload directly to Youtube® or Vimeo®.

- To do this, use the share menu and instead of choosing export, choose the site you would like to upload to;
- Enter the email address you use to log into Youtube® or Vimeo® and your password; add a title, description and tags for the video. You can also select which size you'd like your video to be.
- After that, read the Youtube® or Vimeo® terms of service and click **Publish**. You can set the privacy for your video to make it **public** so anyone can find and view it, **unlisted** so

that only people with the link can find and view it, or **private** so only those you invite can view it.

The Finished Product

Congratulations on creating your personal Video Profile! Now be sure to include it in both your email message and as a hyperlink in your resume when you submit an application for a job. Good luck to you in getting the job of your dreams!

GLOSSARY OF TERMS:

Colour Temperature - is a characteristic of visible light. Different types of lighting sources such as sunlight, incandescent light and fluorescent light all have different colour temperatures.

DB or decibels - a unit to measure power or intensity. In the case of audio it is a common unit of measurement for how loud a sound is.

DSLR Camera - is a Digital Single Reflex Camera that is used primarily for still photography. Many DSLR cameras are now capable of shooting video.

Focus - the Focus on a camera the focus allows you to make one part of the image clear and in-focus while other parts are blurry and out of focus.

Gain - Gain is a digital boost to a video signal that can increase the light level of a dark image. Boosting the gain in a camera will also make the image look more grainy.

Gels - A gel is a transparent coloured material that is used to colour a lighting source. In video they are also used to balance lighting sources to the same colour temperature.

HD High Definition - is video with a higher resolution than standard-definition (SD). HD is the new standard in Television and video. SD is the old standard.

Iris - The Iris is a diaphragm in the lens that controls the amount of light which enters the camera's digital sensor.

Lavalier Microphone - a Lavalier microphone is a small microphone used for film and television that is small easily hidden and intended to be used hands-free.

Microphone - A microphone is an acoustic-to-electric transducer or sensor that converts sound in air into an electrical signal.

Shotgun Microphone - A shotgun microphone is a highly directional microphone that can be mounted on a camera, a stand or on a boom pole.

Shutter - Shutter speed is one of several methods used to control the amount of light recorded by the camera's digital sensor. Higher shutter speeds lower the amount of light but allow the camera to capture hi-speed motion without blurring.

Tripod - is a portable three legged stand for a camera.

Vimeo[®] - is a video sharing website where you can upload videos for public or private viewing on the internet.

White Balance - or color balance is the global adjustment of the intensities of the colors (typically red, green, and blue). The white balance adjustment on a camera adjusts the colour temperature of an image but determining what true white is.

Youtube[®] - is a video sharing website where you can upload videos for public or private viewing on the internet.