

promotional **videos**

by Bastian Ilsø Hougaard

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Who I am



I study Medialogy:

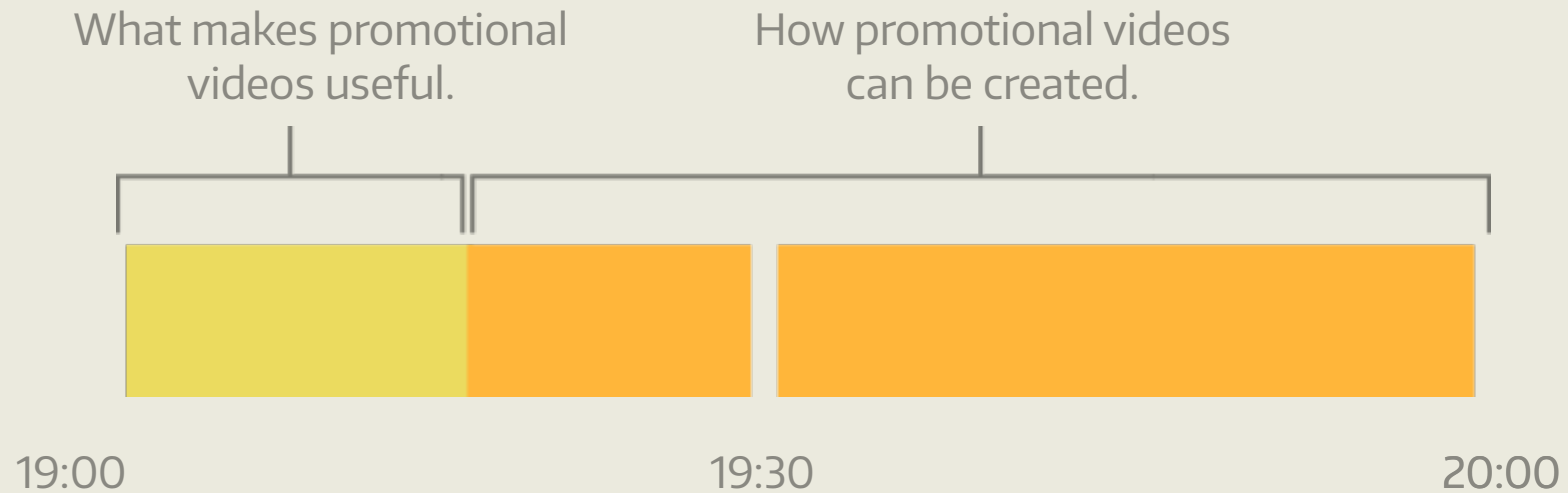
How media technology can be utilized to solve problems in society.



I'm a GNOME contributor:

I create promotional videos and marketing materials for the GNOME project.

About this workshop



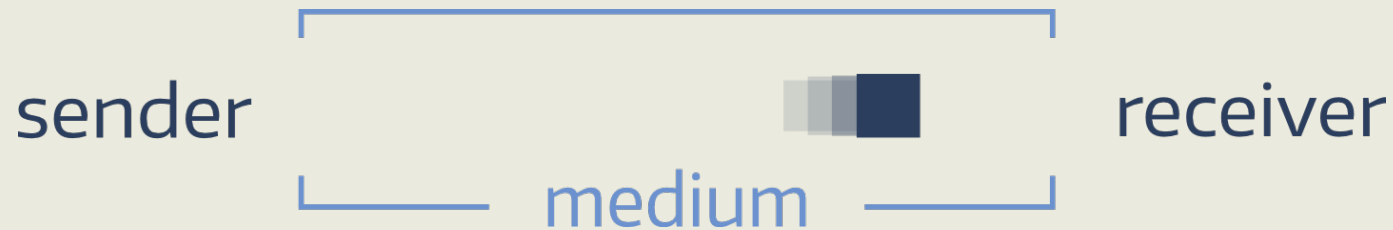
About this workshop

I will provide info on the tools and resources I use for promotional videos.

However, during workshop there won't be too much time to practice using them.

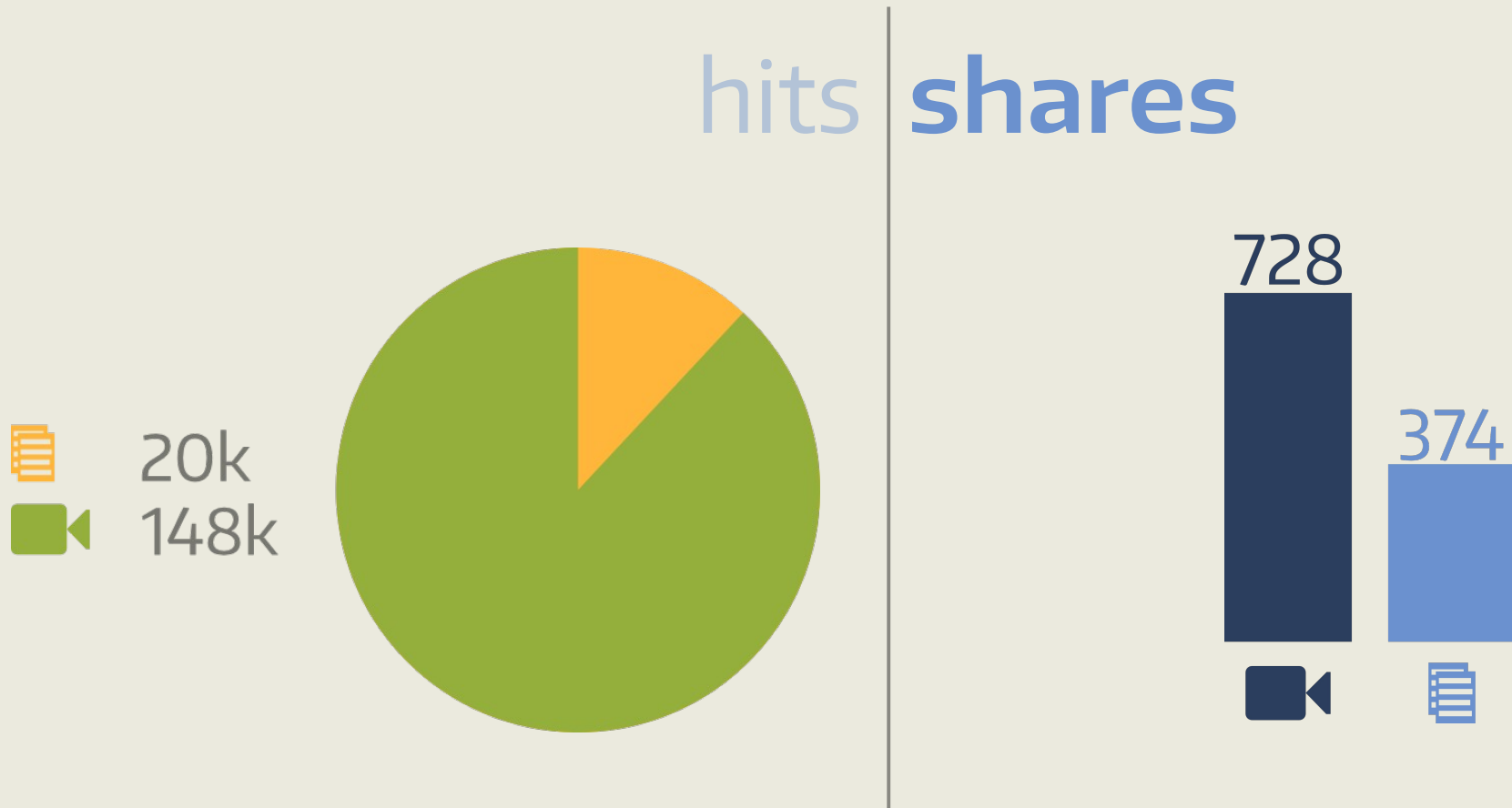
Promotional Videos..?

Promotes something to a certain target group through an audio-visual medium.





What makes them useful?



..as of september the 30th

What makes them useful?

469 comments as of October 26th

“Finally, GNOME 3.14! My... My life is now complete. Take my money, already!”

-Jadon Levesque

“Since when does GNOME have a PR team? Did Apple buy GNOME, or something?
Seriously, this is Professional. Market-kind of Professional. I like it.”

-Rick Garcia

“I'm surprised there were no three-point-one-four jokes in there.”

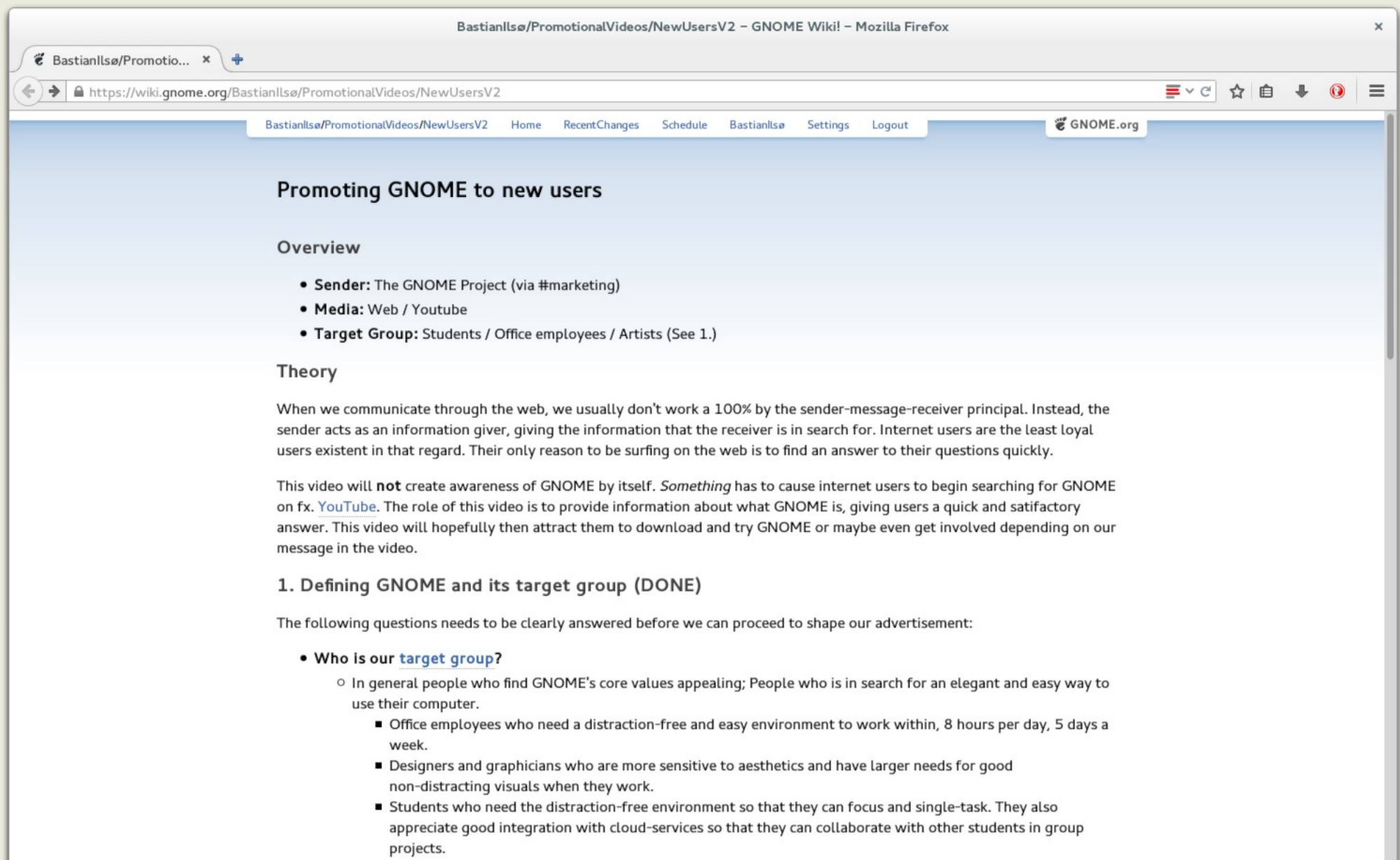
-Matthew Copperwaite

Where do I start?



Fleshing out the idea	Target Group	Message	Manuscript	...
Production	Video Recording	Animations	Assets	...
Post-processing	Video Editing	Timing	Revision	...
Release	Feedback	Statistics	...	

Fleshing out the idea



The screenshot shows a Mozilla Firefox browser window with the address bar displaying `https://wiki.gnome.org/Bastianlsø/PromotionalVideos/NewUsersV2`. The page title is 'Bastianlsø/PromotionalVideos/NewUsersV2 - GNOME Wiki! - Mozilla Firefox'. The browser's address bar also shows the URL. The page content is as follows:

Promoting GNOME to new users

Overview

- **Sender:** The GNOME Project (via #marketing)
- **Media:** Web / Youtube
- **Target Group:** Students / Office employees / Artists (See 1.)

Theory

When we communicate through the web, we usually don't work a 100% by the sender-message-receiver principal. Instead, the sender acts as an information giver, giving the information that the receiver is in search for. Internet users are the least loyal users existent in that regard. Their only reason to be surfing on the web is to find an answer to their questions quickly.

This video will **not** create awareness of GNOME by itself. *Something* has to cause internet users to begin searching for GNOME on fx. [YouTube](#). The role of this video is to provide information about what GNOME is, giving users a quick and satisfactory answer. This video will hopefully then attract them to download and try GNOME or maybe even get involved depending on our message in the video.

1. Defining GNOME and its target group (DONE)

The following questions needs to be clearly answered before we can proceed to shape our advertisement:

- **Who is our [target group](#)?**
 - In general people who find GNOME's core values appealing; People who is in search for an elegant and easy way to use their computer.
 - Office employees who need a distraction-free and easy environment to work within, 8 hours per day, 5 days a week.
 - Designers and graphicicians who are more sensitive to aesthetics and have larger needs for good non-distracting visuals when they work.
 - Students who need the distraction-free environment so that they can focus and single-task. They also appreciate good integration with cloud-services so that they can collaborate with other students in group projects.

Fleshing out the idea

Identity

Who do you represent in this video?

Target
Group

Who do you intend the video for?

Message

What do you want to tell? What are you trying to achieve with your video?

Wider
Perspective

What efforts are also made by the organization? What role will the video play?

Fleshing out the idea

Identity

Who do you represent in this video?

GNOME

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Who do you represent in this video?

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Who do you intend the video for?

Users of the Linux desktop

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What do you want to tell? What are you trying to achieve with your video?

GNOME 3.14 is awesome

Wider
Perspective

What efforts are also made by the organization? What role will the video play?

Fleshing out the idea

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Who do you represent in this video?

GNOME

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Message

What do you want to tell? What are you trying to achieve with your video?

GNOME 3.14 is awesome

Wider
Perspective

What efforts are also made by the organization? What role will the video play?

Website, social media, conferences

What the video isn't

Example: the GNOME release video is not meant to be an introduction to GNOME or the Linux ecosystem.

It won't work effectively when watched by users who have no existing knowledge of what GNOME is.

**Based on the answers, some
criteria can be established.**



Requirements

Storyteller?
Dialect? **Voice-over?**
Dramatic?

Video Recordings?

Real life footage? Screen recording?

Music? Tempo?
Genre?

Animations?

Action? Timing?
Subtle?

Sound Effects? Realistic?
Funny?

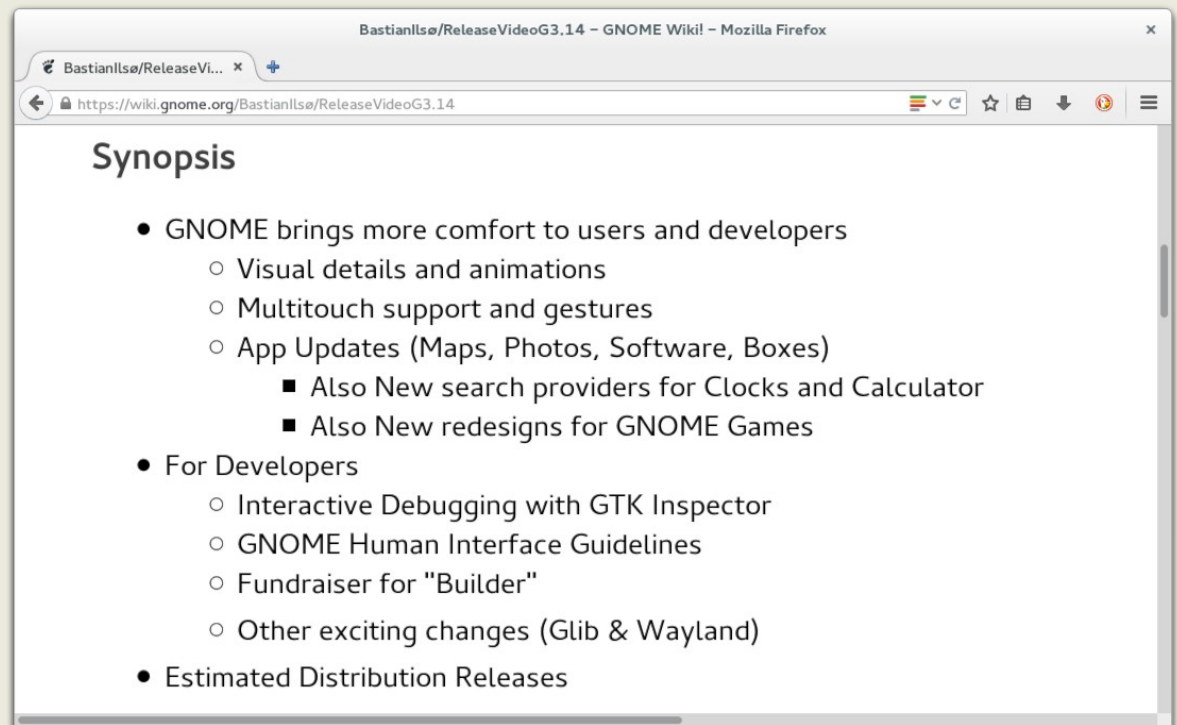
Visual Style?

Flat shaded? Lines?
3D? Inspiration?

Synopsis

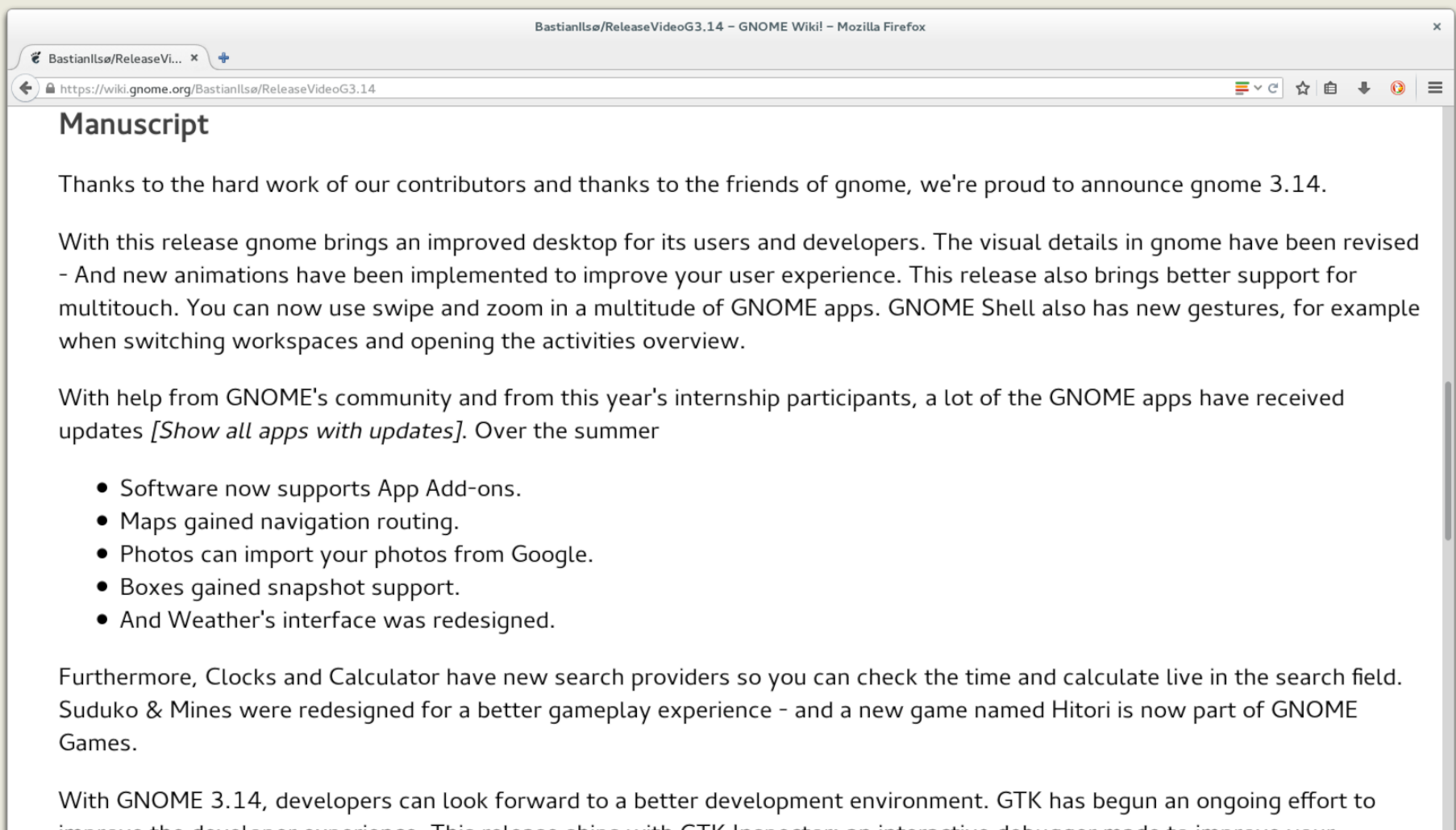
Based on your idea & criteria you can jot down a synopsis.

It's a nice way to get an overview of what content you plan to cover with your video.



Script

If you have voice-over, it's also vital to have a manuscript.



BastianIlsø/ReleaseVideoG3.14 - GNOME Wiki! - Mozilla Firefox

BastianIlsø/ReleaseVi... x

https://wiki.gnome.org/BastianIlsø/ReleaseVideoG3.14

Manuscript

Thanks to the hard work of our contributors and thanks to the friends of gnome, we're proud to announce gnome 3.14.

With this release gnome brings an improved desktop for its users and developers. The visual details in gnome have been revised - And new animations have been implemented to improve your user experience. This release also brings better support for multitouch. You can now use swipe and zoom in a multitude of GNOME apps. GNOME Shell also has new gestures, for example when switching workspaces and opening the activities overview.

With help from GNOME's community and from this year's internship participants, a lot of the GNOME apps have received updates [[Show all apps with updates](#)]. Over the summer

- Software now supports App Add-ons.
- Maps gained navigation routing.
- Photos can import your photos from Google.
- Boxes gained snapshot support.
- And Weather's interface was redesigned.

Furthermore, Clocks and Calculator have new search providers so you can check the time and calculate live in the search field. Suduko & Mines were redesigned for a better gameplay experience - and a new game named Hitori is now part of GNOME Games.

With GNOME 3.14, developers can look forward to a better development environment. GTK has begun an ongoing effort to improve the developer experience. This release ships with GTK Inspector, an interactive debugger made to improve your



production time

Tools I use

Screen Recording



Graphics Editing



Video Editing



Sound Editing



Folder Structure



project-title



source-video



audio



animation-assets



animation-sequences



animation-sequences



projecttitle-v1.blend

Screen Recording

I screencast in x264/Ogg Vorbis using FFmpeg via a bash script.

High performance, decent quality. Script can be downloaded here:
<link to script>

Demo

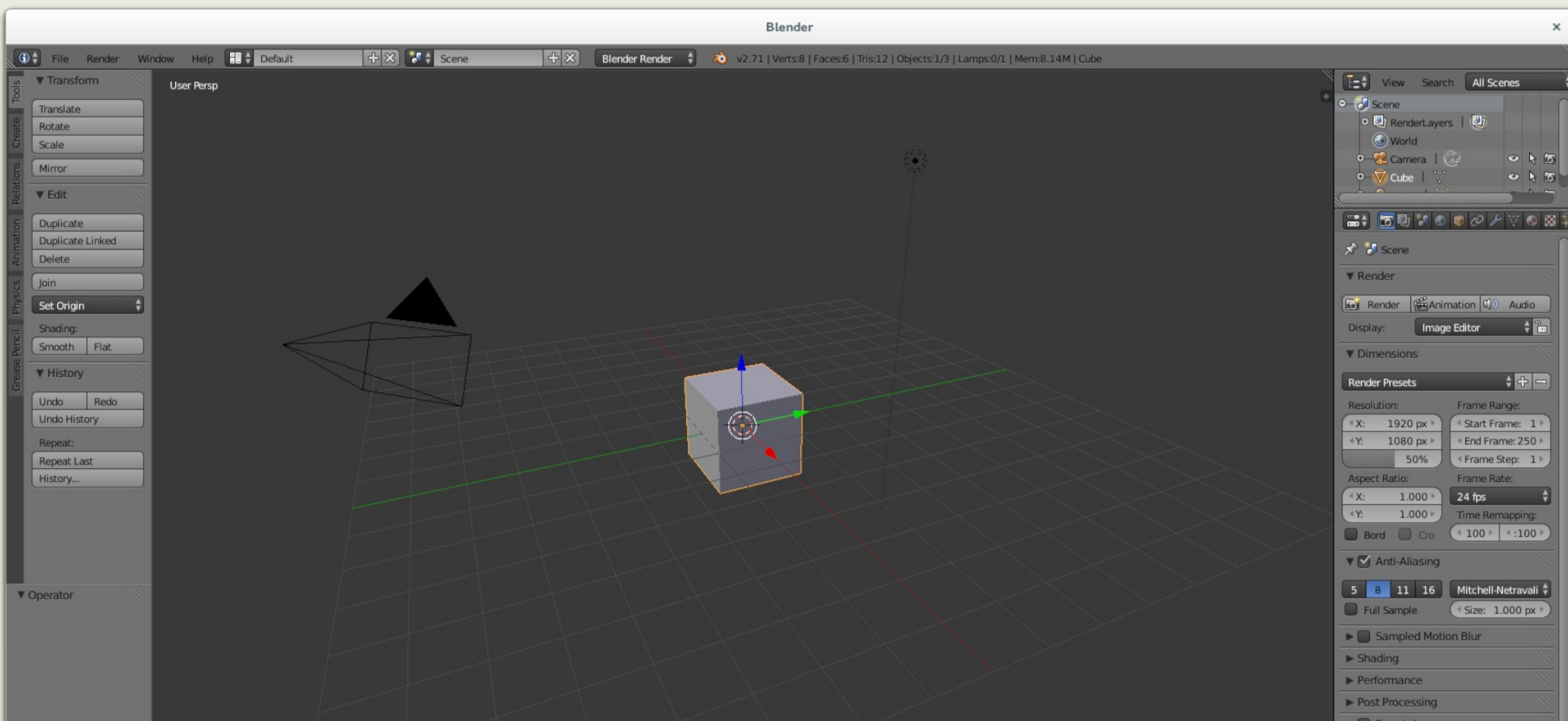
Screenrecording using FFmpeg

Graphics

For animation, Blender is a good option.

Download directly from [blender.org](http://www.blender.org) for best file format support:

<http://www.blender.org/download/>

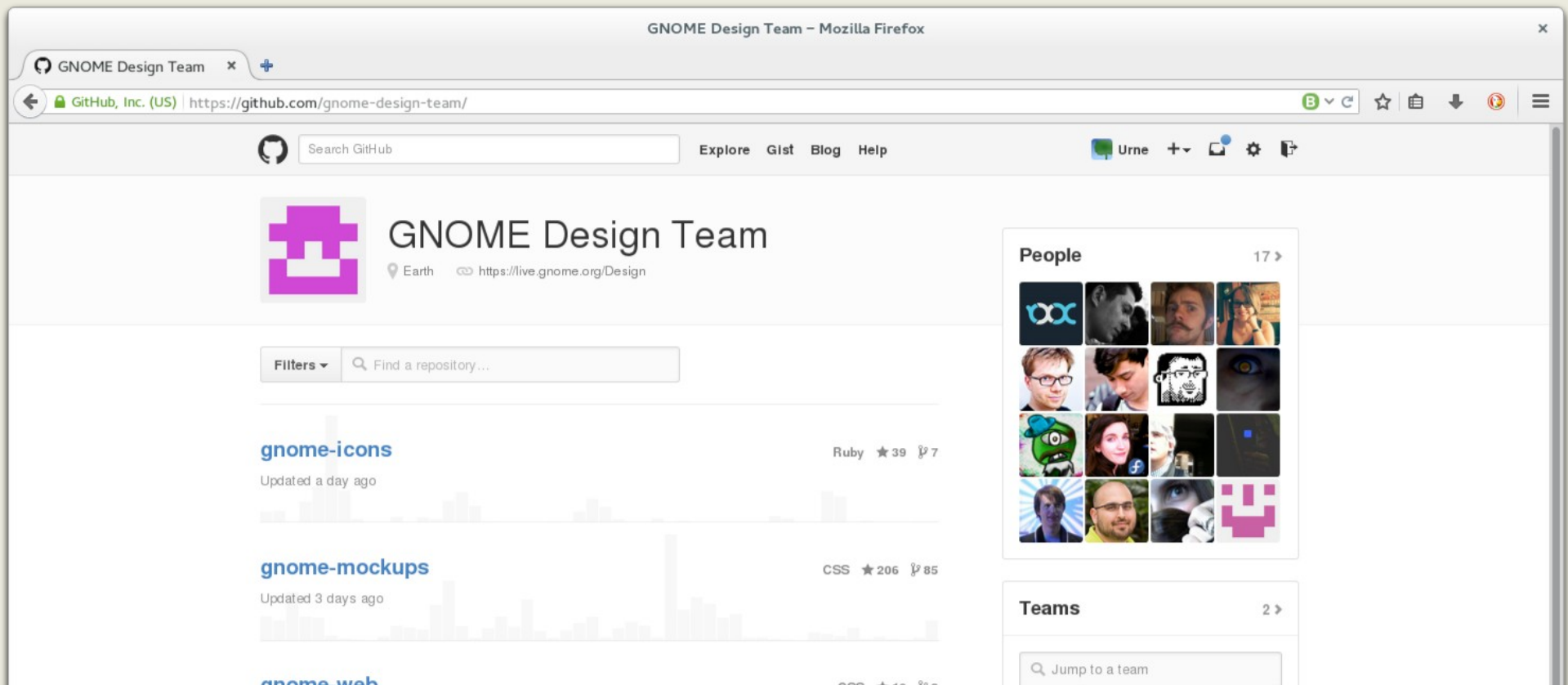


Graphics

However, we need assets before we can animate.

Fx symbolic icons created by the GNOME Design Team:

- <https://github.com/gnome-design-team/>



Graphics

I modify or create assets using GIMP or Inkscape.



<http://gimp.org>

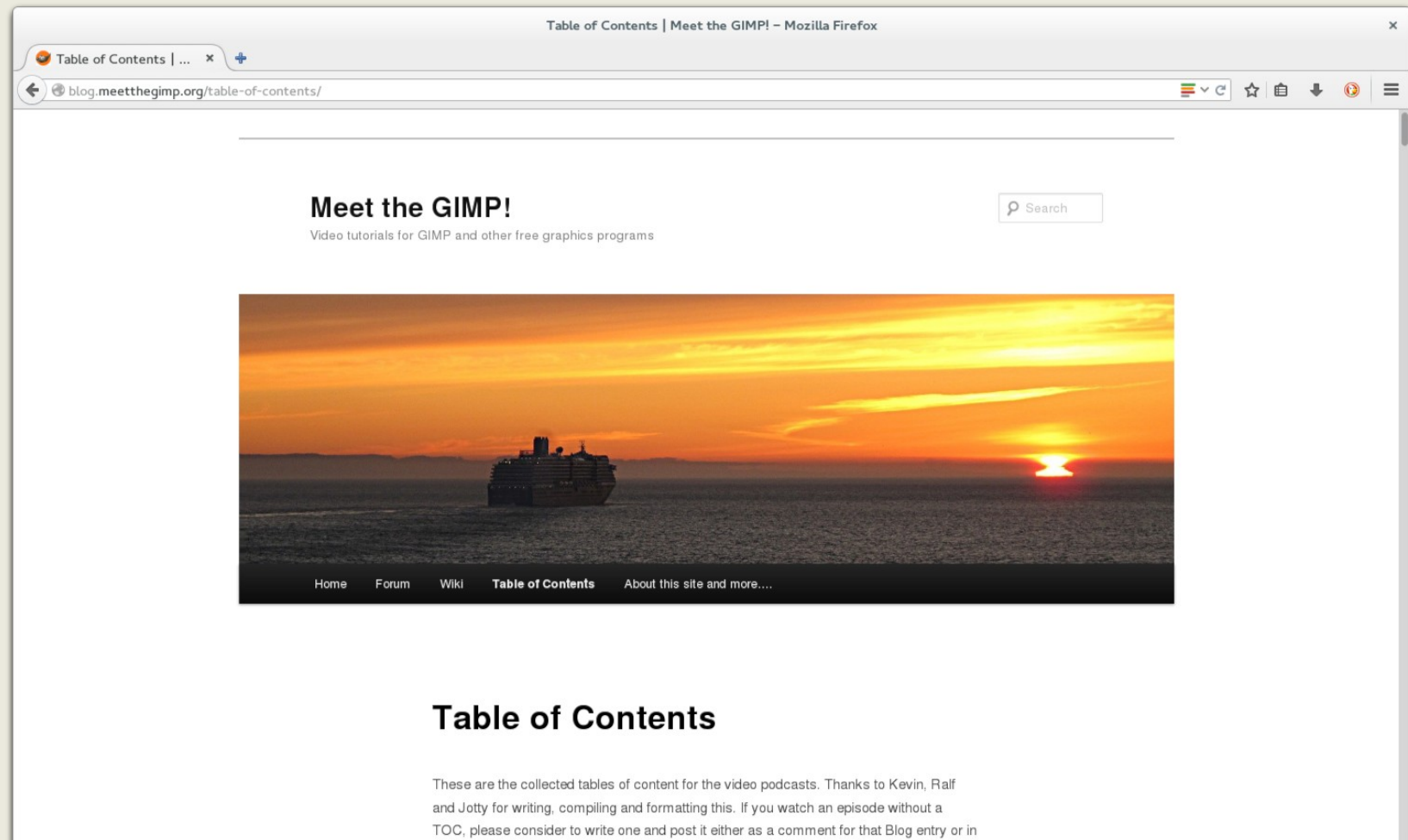


<http://inkscape.org>

Graphics

Video Tutorials on GIMP:

<http://blog.meetthegimp.org/table-of-contents/>

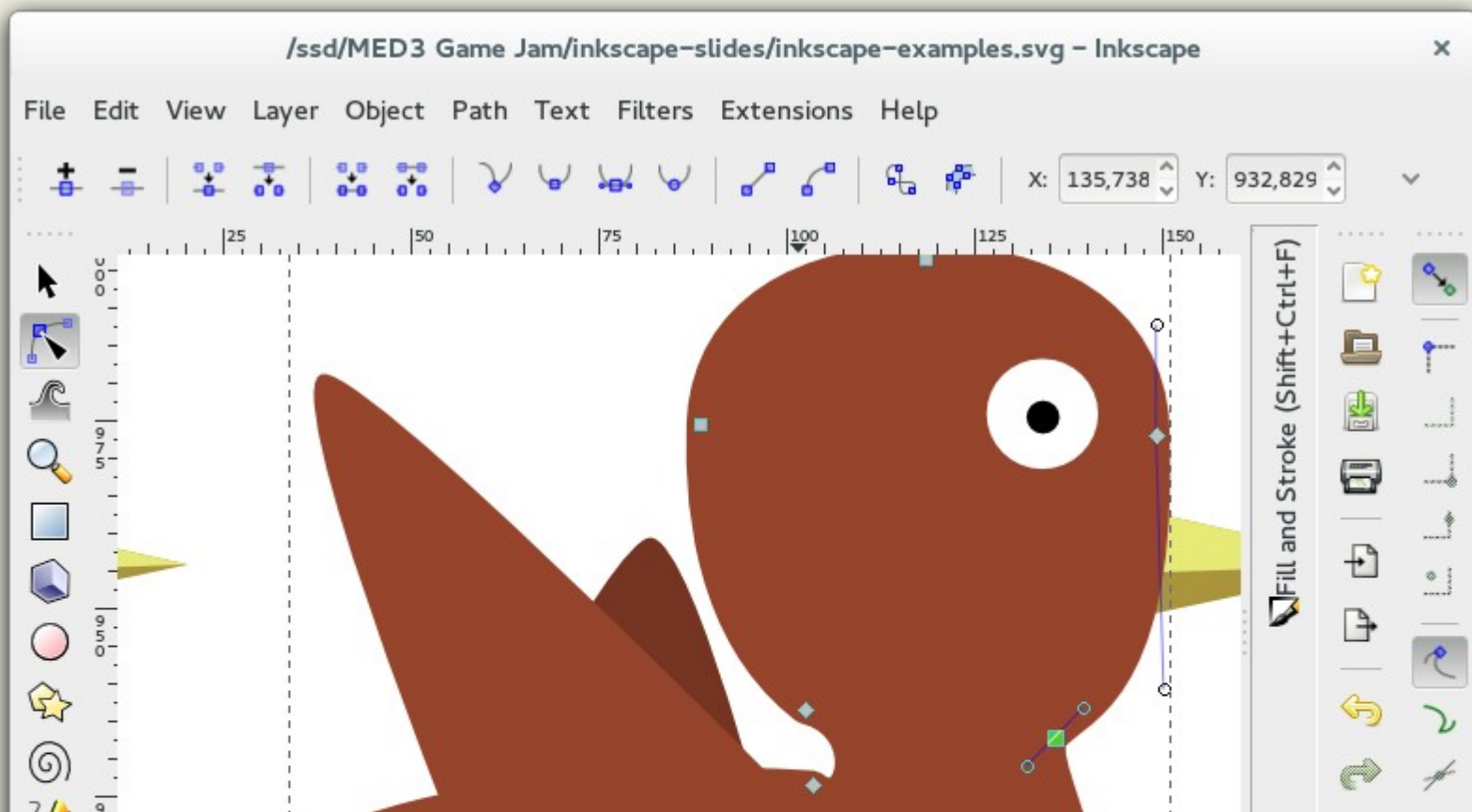


Graphics

Vector graphics using Inkscape:

[https://cloud.gnome.org/public.php?](https://cloud.gnome.org/public.php?service=files&t=febe0b300707863c5a86888652fa8d5f)

[service=files&t=febe0b300707863c5a86888652fa8d5f](https://cloud.gnome.org/public.php?service=files&t=febe0b300707863c5a86888652fa8d5f)



Graphics

PNG's can be imported to Blender as planes:

Plain SVG's can be imported into Blender as geometry.

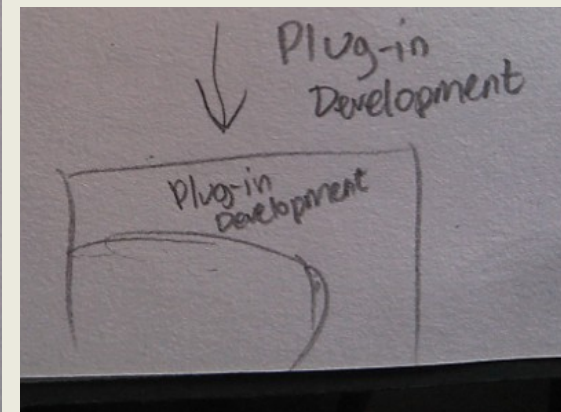
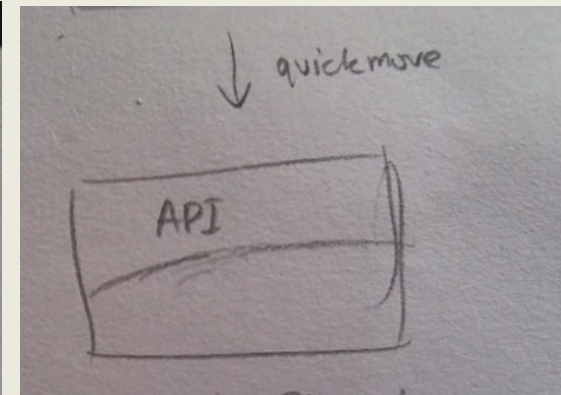
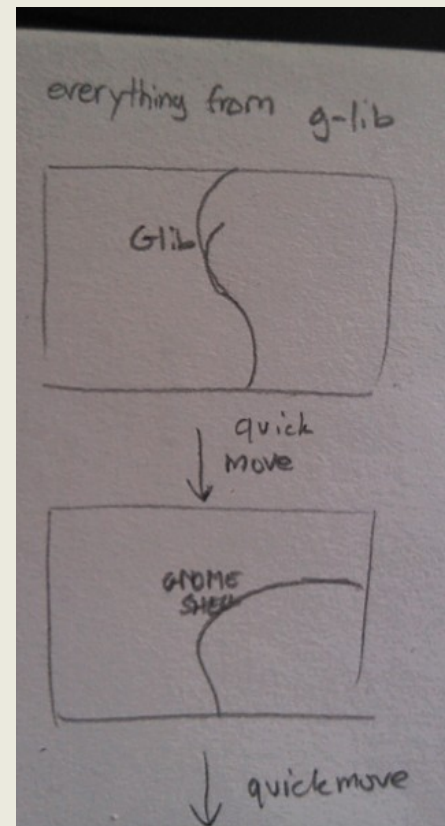
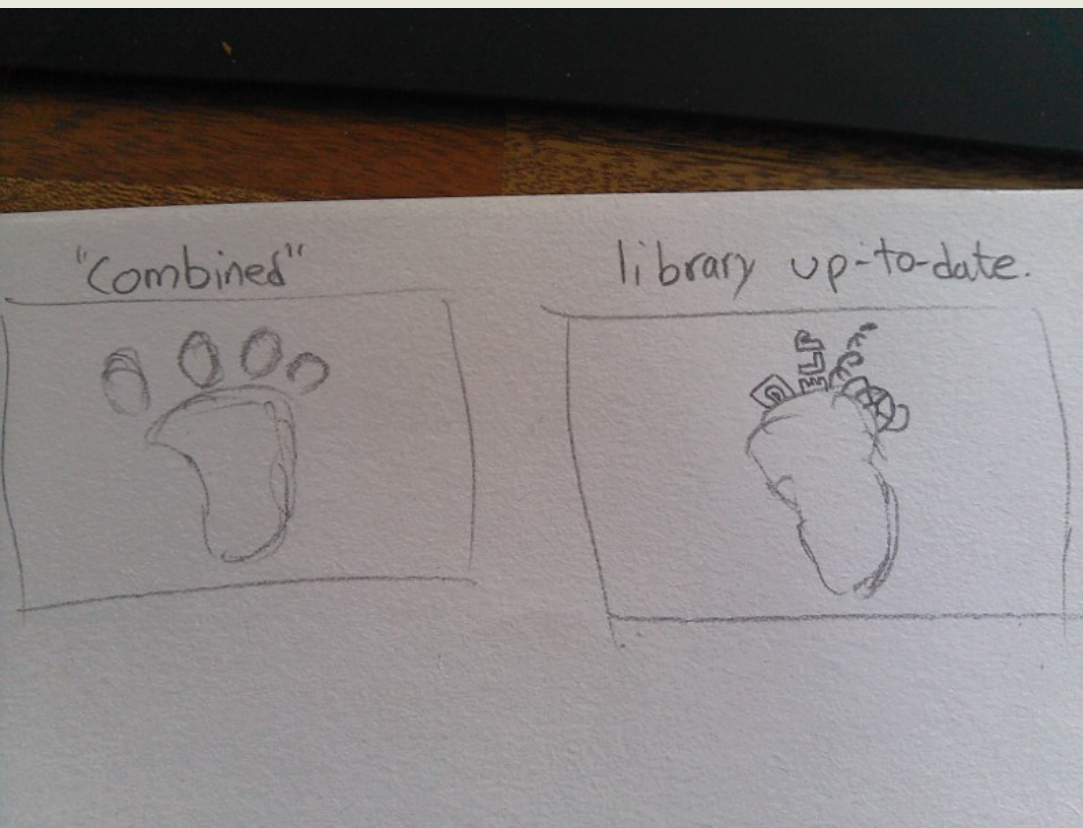
<https://www.youtube.com/watch?v=JETHuklLMMw>

Demo

Importing PNGs and SVGs into Blender

Animation

If the animation is complex, create an animatic first.







Animation

I use two ways of animating in Blender:

- Using the Blender VSE Transform Plug-in
- Using Blender's Cycles Engine

VSE Transform Tool Plug-in

Animation

– Blender VSE Transform Plug-in

<http://blenderartists.org/forum/showthread.php?280731-VSE-Transform-tool>

PROs

- Quick Results for simple animations.
- No need to pre-render the animation to a PNG sequence.
- Useful if you are using Blender as video editor already.

CONs

- Poor Performance.
- Limited Control for complex animations.

Blender Cycles

Animation

– Blender Cycles Engine (Built-in)

PROs

- Good performance for complex animations.
- A lot of control.

CONs

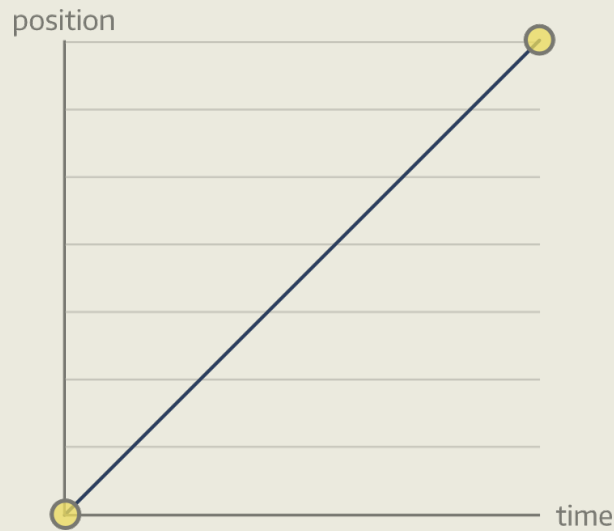
- More to setup.
- Rendering can take a long time.

Demo

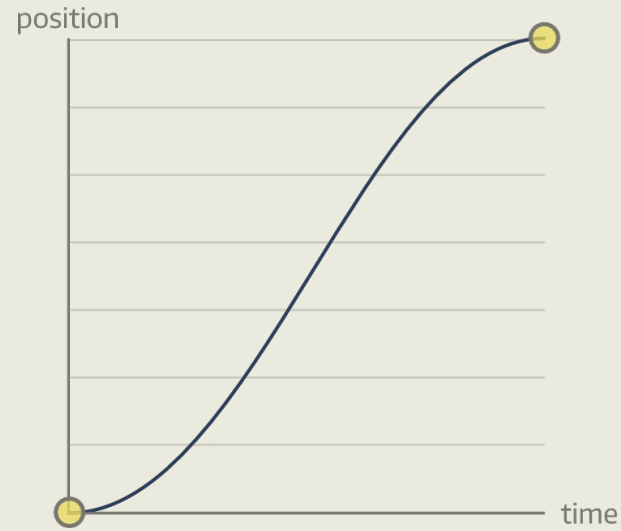
Simple Animation in Blender

Animation

The animation can be improved by tweaking animation curves.



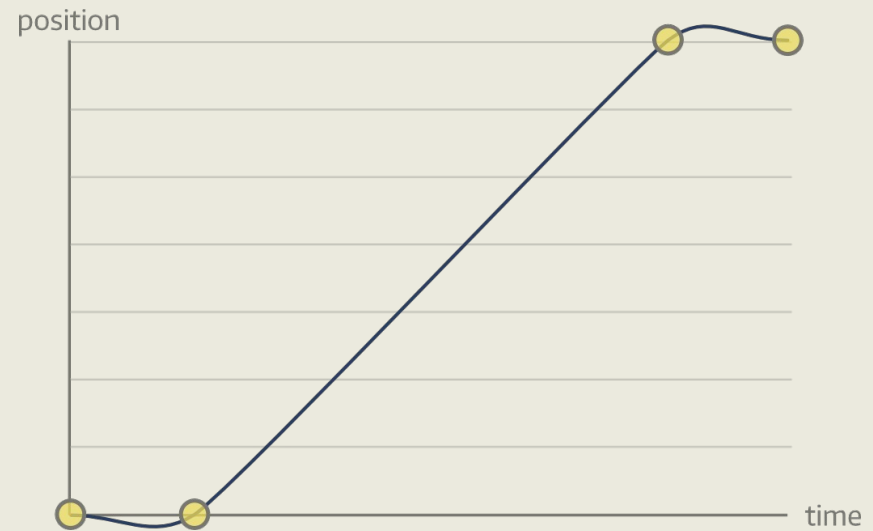
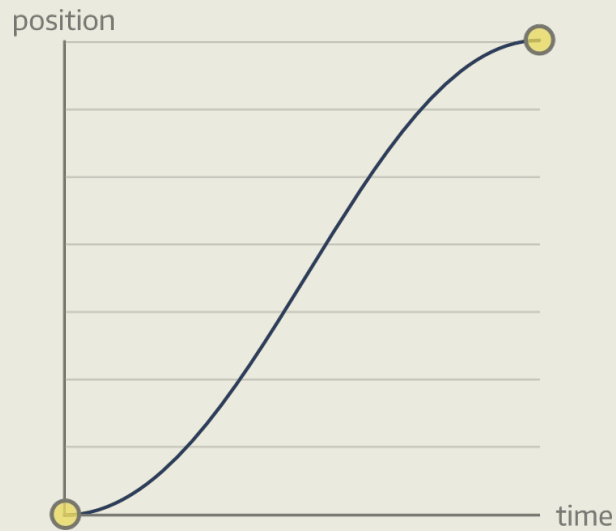
Linear



Bezier

Animation

The animation can be improved by tweaking animation curves.



Animation

Get feedback on your animation.

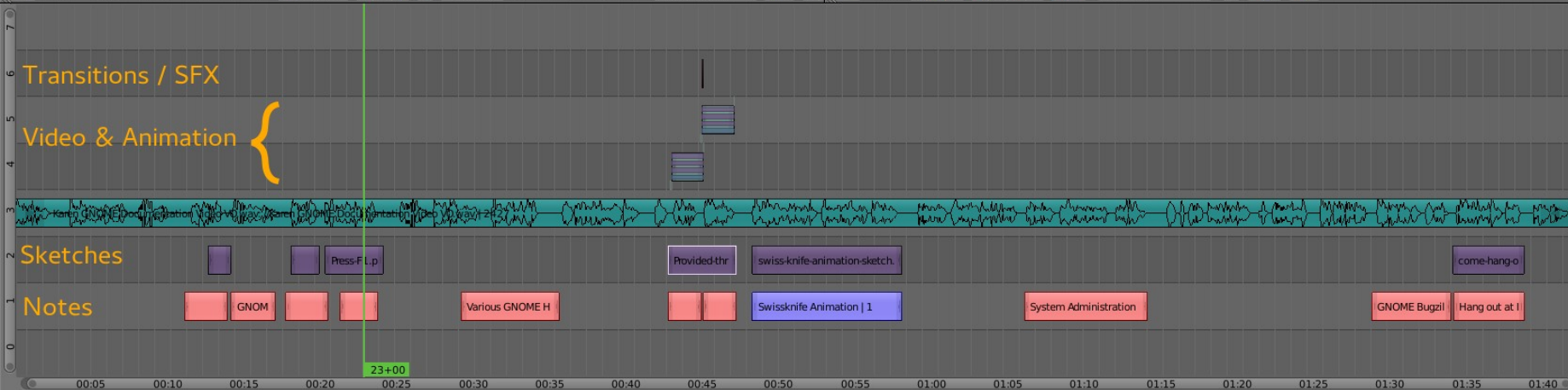
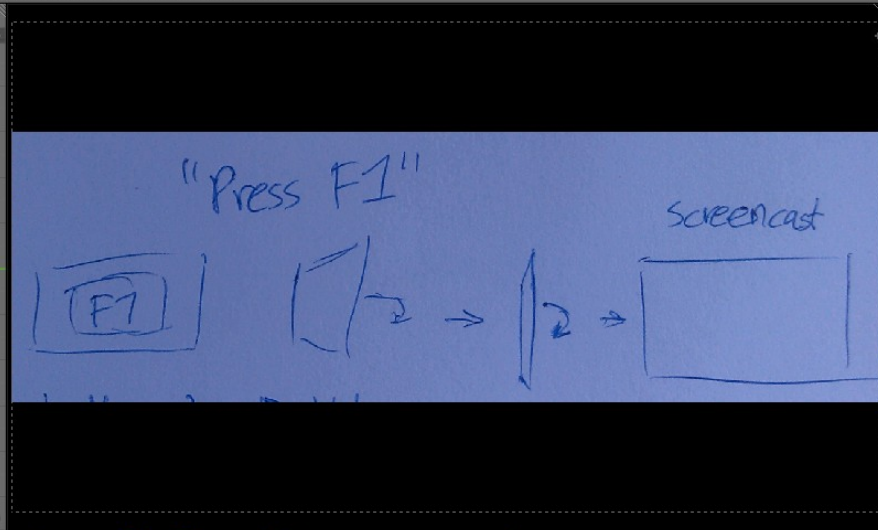
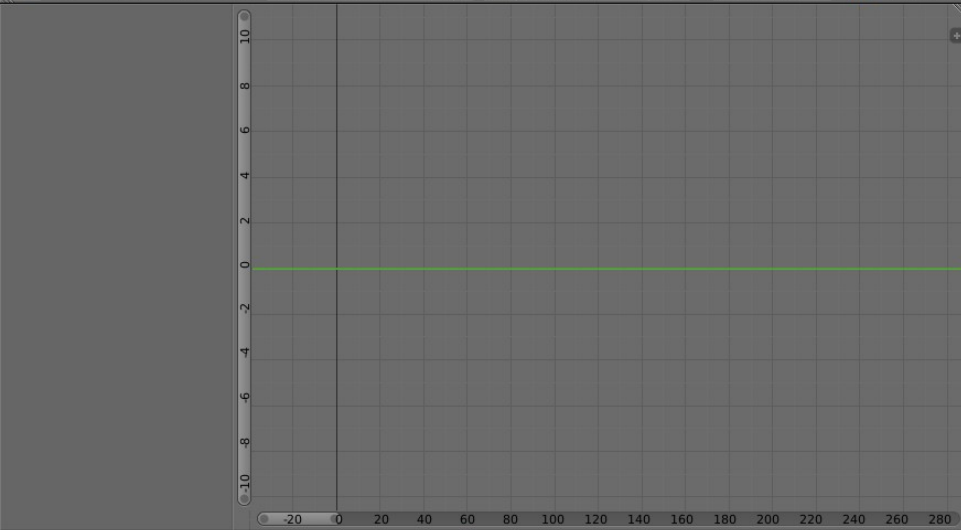
You're easily blinded from the small mistakes.

...

post-processing

Video Editing

Using Blender as video editor can be an advantage if you have a lot of animation.



VideoEditing

Render

Render Animation Audio

Display: Image Editor

Dimensions

Render Presets

Resolution: X: 1280 px Y: 720 px 100%

Frame Range: Start Fram: 0 End Fr: 2434 Frame Ste: 1

Aspect Ratio: X: 1.000 Y: 1.000

Frame Rate: 24 fps

Time Remapping: 10 100

Anti-Aliasing

5 8 11 16 Mitchell-Netra...

Full Sample Siz: 1.000 px

Sampled Motion Blur

Shading

Edit Strip

Name: Provided-through-devhel...

Type: Image

Blend: Cross

Opacity: 1.000

Channel: 2

Start Frame: 1027

Length: 107

Final Length: 00:00:04:10

Playhead: 475

Frame Offset 0:0

Frame Still 0:106

Original Dimension: 1280x720

Strip Input

Path: //Animation...n Sketches/

File: Provided-through-devhelp.png

Input Colo... sRGB

Alpha Mo... Straight

Animation

– Blender Video Editor

PROs

- Snappy Navigation & controls similar to rest of Blender.
- You have many layers of strips and can use them for ex. notes, sketches. It's very flexible.

CONs

- Image manipulating features are quite basic (left to Cycles, Compositor)
- Works within one global framerate, so don't mix different fps (audio will go out of sync).

Demo

Basic Video Editing in Blender

Video Editing

My workflow starts with adding the voice-over.



Video Editing

Then I store my animation & video recording ideas.

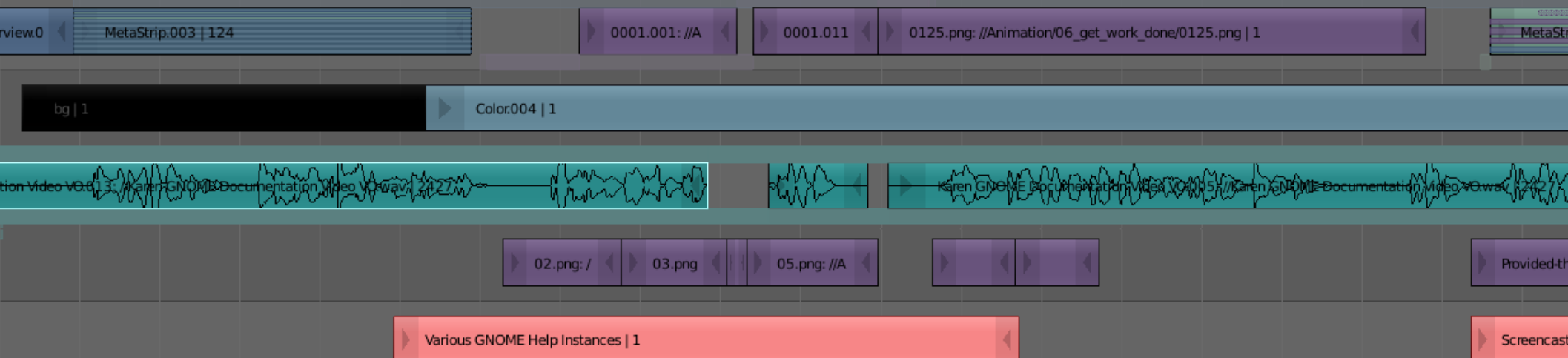
I draw images to create an animatic and write labels.



Video Editing

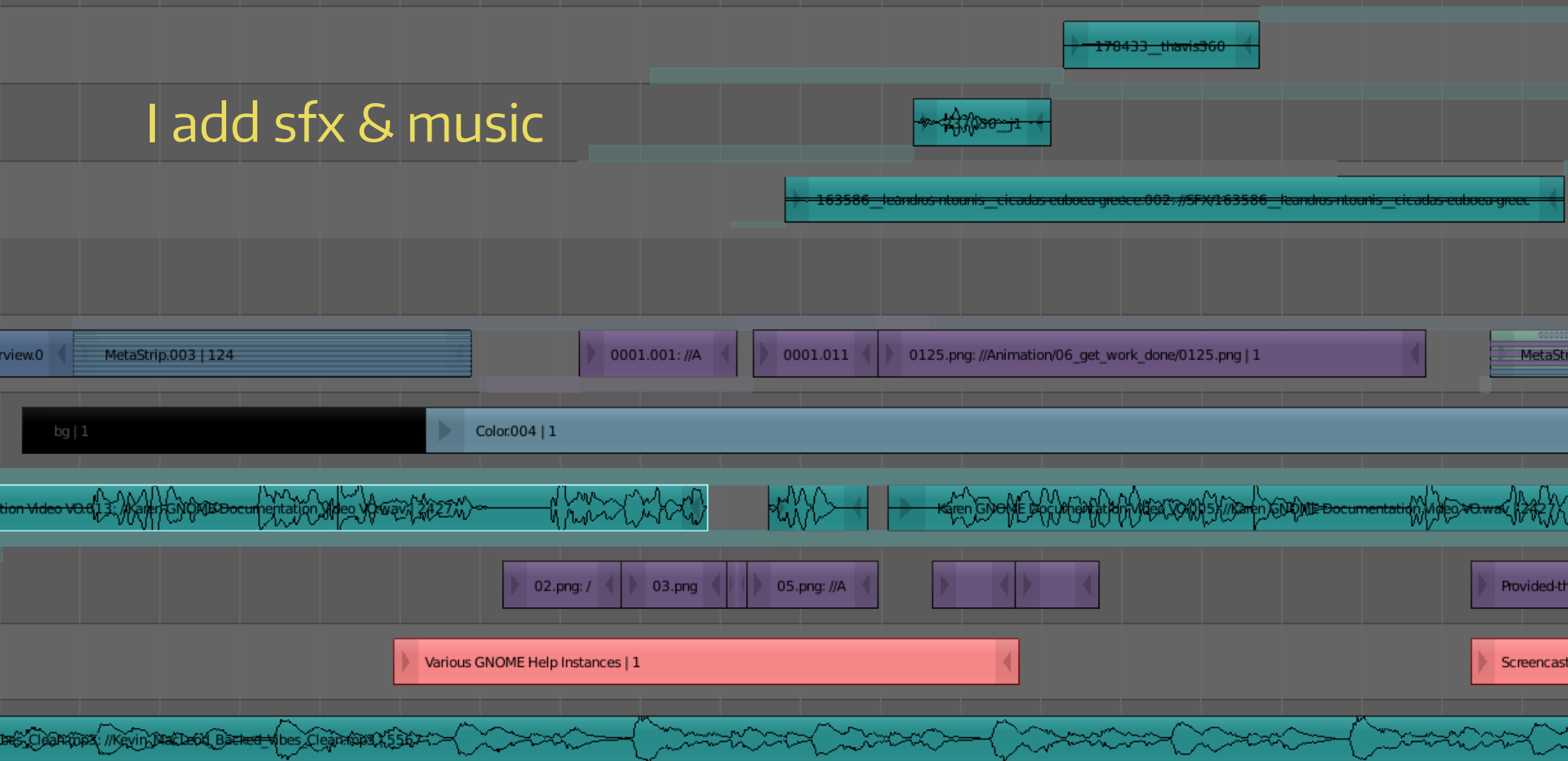
I finish animations here and there and put them in

This is more or less a back-and-forth process.



Video Editing

I add sfx & music



Video Editing

Good sources for sfx & music:

- [Freesound.org](https://freesound.org)
- [Freemusicarchive.org](https://freemusicarchive.org)

Video Editing

I advice doing video editing in passes.

Watching and look for problems in a specific aspect of the video fx.

A diagram illustrating the concept of video editing passes. It features a series of five dark gray rectangular blocks arranged in a descending staircase pattern from the top-left towards the bottom-right. Each block contains white text representing a specific aspect of video editing to be checked in a pass. The blocks are: 'Cutting Timing' (top), 'Voice-Over Timing' (second), 'Animation Glitches' (third), 'Animation Timing' (fourth), and 'SFX & Music Volume' (bottom). The background is a light beige color with several faint, horizontal gray bars of varying lengths scattered across it.

Cutting Timing

Voice-Over Timing

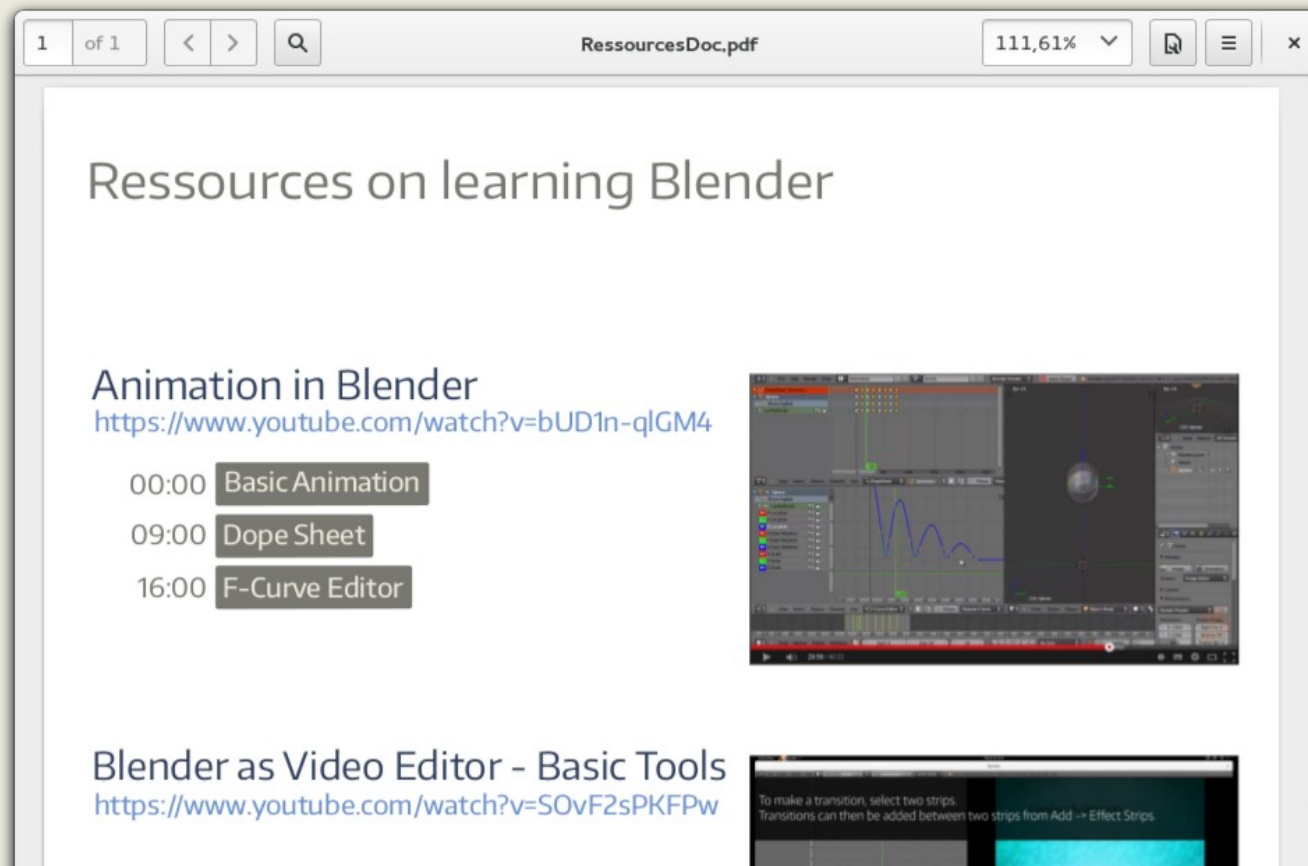
Animation Glitches

Animation Timing

SFX & Music Volume

Ressources on using Blender

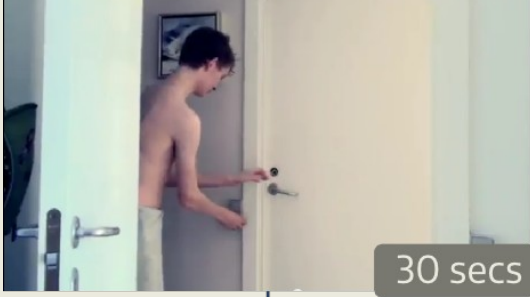
I have created a small collection of video tutorials for you.



Final Words

Blender is a huge package of tools and possibilities.

If you are new to Blender, take one step at a time.



Short Advertisement (2012)

Setting up a Blender video project, Cutting, Color grading, Camera Shaking..



Silent Film (2012)

More VSE practice, Layer modes, Working with histograms..



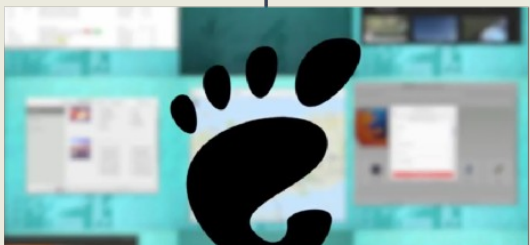
First Animation (2012)

Animating with Blender, F-Curves, Parent-Child Constraints, Integrating that with VSE..



Video and 3D (2013)

Creating video materials with Blender, Compositor, Drivers..



First GNOME Promotional Video (2014)

Compositor Animation, Visual Style, Animation Techniques & Timing..

An Encouragement

- Donate to Blender:
<http://www.blender.org/foundation/donation-payment/>
- Donate to GIMP
<http://www.gimp.org/donating/>
- Donate to Inkscape
<http://inkscape.org/en/donate/>

An Encouragement

- Donate to GNOME:
<http://www.gnome.org/friends/>
- Donate to Imparalli
<http://www.impallari.com/supportus>

