

VIRTUAL SURF CITY ARTS FEST

This year with social distancing guidelines in place, we are unable to have our traditional Surf City Arts Fest in Triangle Park. Instead, we are putting together an online festival. Artist Council members have the opportunity to record a video demonstration or discussion about your work to be displayed on our website and social media.

We encourage all artists to make a short video highlighting and celebrating your artwork. You have the opportunity to teach a demonstration of your techniques, talk about your inspiration, share your work and get the public excited about the arts and HBAC!

HBAC Gallery Aide, Eric Broberg, has generously offered to edit video for four artists who are unable to do so, on their own. These slots will be on a first-come-first-serve basis and we will discuss Eric's deadlines and technical specifics with those four artists. Please contact kathleen.fenstermaker@surfcity-hb.org via email if you are interested in this opportunity.

The DEADLINE to submit your final video is SEPTEMBER 24th, 2020. We prefer if you could upload your video to YouTube and email the link to: kathleen.fenstermaker@surfcity-hb.org. You can also share your files directly with us through the Art Center's Dropbox account at artcenterstaff@surfcity-hb.org. If you are unable to upload your video, please contact us and we will make other arrangements for you.

Artist Council Guide to Video

1. Plan ahead
 - a. Write a script or outline of your entire video including a "shot list" of the imagery in your video
 - b. If using one continuous shot, know what you are going to say and do before you hit record
 - c. Pay attention to your background and lighting
 - i. Simple backgrounds and even, bright lighting look best
2. Use a tripod or other stable surface
 - a. Pay attention to composition of each shot
 - b. If using a smartphone, put phone horizontally when recording and use the rear-facing camera for better quality
3. Think about sound
 - a. Use an external microphone if you have one
 - b. Be aware of background noises
 - c. Not all video needs to have speaking the entire time
 - i. Soft classical music is a great option
 - ii. Do not use copywritten music, images, or video clips
4. Editing
 - a. Think about how you will edit before hand
 - b. Not all video requires editing but it is an important tool to make your work appear more professional
 - c. If you plan on editing, shoot lots of smaller segments and piece the best shots together

5. Additional Tips

- a. Try to make eye contact with the camera if you are speaking in-frame
- b. Act like you're talking to a friend
- c. "Partner Up"- Ask a friend to help you record and then return the favor for them.
- d. Introduce yourself at the beginning
- e. Do not feel like you have to show the full process of a completed piece. Focusing on parts of your process or one specific aspect of your work is a great option.
- f. The majority of viewers want informational and instructional videos to be less than 20 minutes, with a preference toward the 3-6 minute ranges.
- g. Remember, good content is more important than perfect production. You don't have to be a video pro to make great videos.

EXAMPLES

- Ron Reekers | Stone Step Plate Dev | <https://www.youtube.com/watch?v=oGm0Yyk9VR4>
- I Paint Three Peaches - Painting Demo | https://www.youtube.com/watch?v=r-kxPLRaz_0
- Artist Demo by Pon Ranganathan | <https://www.youtube.com/watch?v=9n73BDMuws0>
- Figure Painting Demo & AMA with Charles Hu | <https://www.youtube.com/watch?v=14UA6uCXU60>
- HOW TO DOODLE with just circles, dots and gold of course! **for beginners | <https://www.youtube.com/watch?v=Sx6pueUXrJw>
- Iain Stewart Watercolor Artist Demo | <https://www.youtube.com/watch?v=3BFg-UbP6CU>

Resources:

HOW TO START

<https://wistia.com/series/getting-started-with-video>

<https://passionpassport.com/videography-basics-tips-for-beginners/>

<https://visme.co/blog/video-tips/>

<https://www.makeuseof.com/tag/how-to-make-a-youtube-video/>

<https://www.techsmith.com/blog/tutorial-video-essentials/>

<https://www.techsmith.com/blog/instructional-videos/>

<https://helpx.adobe.com/premiere-pro/how-to/video-editing-project.html>

<https://www.techsmith.com/blog/video-length/>

EDITING:

<https://www.creativebloq.com/features/how-to-edit-videos>

<https://www.wordstream.com/blog/ws/2017/12/15/best-video-editing-software-for-beginners>

<https://www.udemy.com/course/video-editing-101-learn-the-basics-of-video-editing/>

SHOOTING WITH A DSLR

<https://digital-photography-school.com/beginners-guide-dslr-video/>

SHOOTING WITH AN IPHONE/ SMARTPHONE

<https://www.nytimes.com/2018/04/17/smarter-living/beginners-guide-phone-video.html>

<https://blog.hubspot.com/marketing/make-iphone-video>

SAVING AND EXPORTING YOUR VIDEO FILE

<https://improvevideostudio.com/what-is-the-best-export-setting-for-youtube/>

<https://www.premiumbeat.com/blog/pro-tip-exporting-a-finished-video-from-premiere-pro/>

Free iPhone Video Editing Apps:

(Please note this is not an exhaustive list and some apps may charge for extra features. Always read reviews and look at each app's features for the best match for your needs)

- ◆ Adobe Premiere Rush for Video
- ◆ MOLDIV VideoLab
- ◆ Snapthread
- ◆ Focos Live
- ◆ Magisto Video Editor
- ◆ Splice
- ◆ Videoshop
- ◆ InShot
- ◆ Filmmaker Pro
- ◆ Videoleap
- ◆ VivaVideo
- ◆ Vixer
- ◆ Kinemaster
- ◆ Lomotif