

# Video production guidelines

*This document to summarize all aspects of creating videos for the Ecuisine project. It contains instructions on :*

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## Pedagogical aspects

Videos are a **technique-orientated**: demonstration of one or more techniques.

Those techniques are identified within the curricula by teachers/conceptors. They are chosen among the most useful techniques that teachers need to show their students: very difficult or very easy, techniques that need special attention, that are essential...

A video should contain **3 to 7 identifiable phases** (see “Stepping”).

Those phases can be detailed and studied with slides in the course part of the lesson.

They can be tested in the quiz: reordering the phases, matching phases and tools or ingredients, etc.

Video **transitions** between phases should be simple, undistractive and quick.

Teachers **comment** what they are doing. Comments describe key elements of a technique, give tips or advices, ask questions, or even tell jokes, anecdotes or anything that may help the student in learning, memorizing what they are showing.

Keep phases short: 20 > 1 minutes.

**Avoid idle times!** The rhythm of the video should be brisk: avoid long silences or repetitions of the same process. Instead, let the teacher explain what he or she is going to do and how, show the first few manipulations and cut to the final result.

### PEDAGOGICAL ASPECTS

- ✓ Technique-orientated
- ✓ Divided in 3-7 phases
- ✓ Brisk pace, short phases
- ✓ Simple transitions
- ✓ Reusable
- ✓ Commented

Ex: teacher shows how to peel a potato while he gives a few explanations. Then cut to the final result or next phase. No need to show the teacher peeling 1kg of potatoes for 3 minutes. Remember that users will watch the videos many times and can repeat special phases at their will.

Videos are **reusable** within the project: they can be used in other recipes.

## Technical aspects:

YouTube Recommendations	
<b>Size</b>	1280x720 (720p)
<b>Format</b>	16 :9
<b>Bit rate</b>	5000 kbit/s.
<b>Stereo audio bit rate</b>	384 kbit/s.
<b>Container</b>	mp4. See list of other supported formats <a href="#">List of supported YouTube formats</a>
<b>Audio codec</b>	AAC-LC
<b>Video codec</b>	H.264
See more YouTube recommendations ( <a href="#">PL</a> , <a href="#">FR</a> , <a href="#">EN</a> , <a href="#">DE</a> )	
Get <a href="#">iWisoft video converter</a> for free	

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## Other aspects

### Length

>1min. <5 min.

### Sound quality

Sound is recorded live from the kitchen so learners can hear the sounds of manipulations.

Please avoid disturbing or annoying noises (loud bangs, continuous background meaningless noises) and anything that's not useful or might parasite the focus of the user.



## Comments

The chef doing the demonstration speaks in a clear, slow (slow rate + pauses) and articulate way: he naturally emphasizes key words and concepts. Phrases are generally short and coherent when transcribed.

## Post-sync

only use post-synchronized speech if needed. If you use it keep kitchen sounds in the background.

## Transitions

Transitions within a movie are done using simple transitions like “fade to black”. Funny and spectacular transitions should be avoided (unless meaningful).

Transitions should be coherent (use of the same effect) within the project.

Do not include intro or outro screens unless meaningful.

## Validation Process

Before shooting and uploading your videos, please upload one or two and ask feedback from me. Once your videos are deemed compliant you can start shooting more videos.

## YouTube Settings

	Explanation	Example
<b>Video title</b>	[Ecuisine FR/DE/PL/SC] Name of the step	[Ecuisine FR] Réaliser une pâte brisée
<b>Description</b>	<p>Description of the content of the video. It contains:</p> <ul style="list-style-type: none"> <li>• name of the step</li> <li>• number of the step</li> <li>• name of the dish</li> <li>• name of main tools, ingredients or techniques</li> <li>• anything else that seems relevant to production teams</li> <li>• name of the chef doing the demonstration</li> </ul>	<p>Our chef Steven shows us the 1<sup>st</sup> step in the making of his delicious Cullen skink : how to prepare the Finnan Haddie, a cold smoked haddock typically used in Northeast Scotland.</p>
<b>↑ ↑ ↑ ↑ ↑ All items above in your own language ↑ ↑ ↑ ↑ ↑</b>		
<b>Autopromotion</b>	Reference to our website in all 4 languages	<p>This video is part of Ecuisine, an online cooking course. Visit us at <a href="http://ecuisinelearning.eu">http://ecuisinelearning.eu</a></p> <p>Cette vidéo fait partie d'Ecuisine, un cours de cuisine en ligne. Rendez-vous sur <a href="http://ecuisinelearning.eu">http://ecuisinelearning.eu</a></p> <p>To be translated in German and Polish</p>
<b>Tags</b>		
<b>Keywords for the step</b>	names of main tools, ingredients and techniques used in this step	Abaisser, pâte, cercle, rouleau, beurre, tourtière, Rolling out, dough, butter
<b>Keywords for the recipe</b>	how to describe this recipe?	<ul style="list-style-type: none"> <li>- Starter/soup/main course/desert</li> <li>- meat/chicken/pork/lamb/vegetarian</li> <li>- sweet/ spicy/sour/... ,</li> <li>- vegetables, apples,</li> <li>- pie,</li> <li>- Regional origin (Normandy, Paris, Brandenburg, ...)</li> </ul>



<b>Keywords for the project</b>	cooking French France Kitchen Recipe Recipes Cook Food howto eating learning languages techniques European Europe
<b>All items above in your own language. ↑ ↑ ↑ ↑ English translations of main terms welcome</b>	
<b>Course code</b>	See "course codes" FR01_01
<b>Category</b>	Education
<b>Licence</b>	Standard YouTube
<b>Privacy</b>	Unlisted until video is ready Public when ready
<b>Comments</b>	Don't allow comments
<b>Video responses</b>	No
<b>External sites may embed</b>	YES !
<b>Make this video available on mobile phones and TV</b>	Why not ?

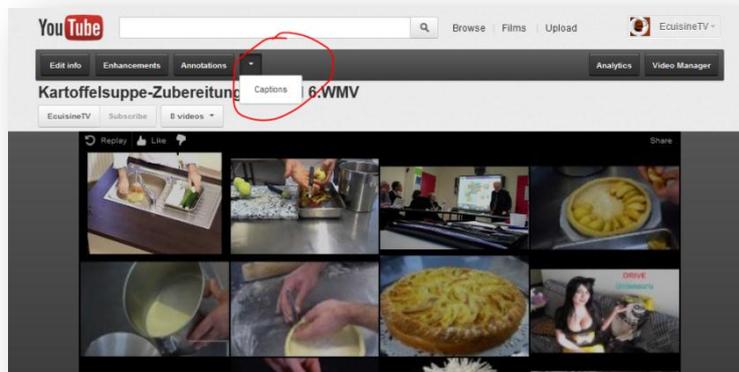
## Subtitles

Subtitles or Captions are the transcription of what is said in the video. A video in Polish is subtitled in Polish.

### Creating the transcription file:

To add subtitles to YouTube, you first need to create a special file. I suggest you use <http://www.universalsubtitles.org> to create the .txt files. They have video tutorials to explain how to do it. You may login with the google account [ecuisinelearning@gmail](mailto:ecuisinelearning@gmail.com) (request password from me if you don't have it yet.)

### Uploading the transcription file:



<b>File</b>	upload a .txt file with transcription and timestamps.
<b>Type</b>	Caption file
<b>Language</b>	the language of the txt file.
<b>Name</b>	the translation of the word "transcription" in your language.





## Annotations

Please do not include onscreen annotations from your video edition software.

Annotations are done using YouTube own's system of annotations.

## Watermark

<b>File</b>	EcuisineWatermark.png (120x63px) <a href="http://bit.ly/EcuisineLogos">http://bit.ly/EcuisineLogos</a>
<b>Where ?</b>	top left corner (X=0, Y=0)
<b>Transparency</b>	40% (when 0 = totally visible, 100=totally invisible)
<b>How ?</b>	If your software does not support this function, you may use <a href="#">iWisoft video converter</a> (free)

