Transcript:

[**Carlea Blight**]

I'm OK, so I guess I am going to get started now everybody. So I'm going to start by sharing my screen. And then we will get going. OK. Everybody can see my screen? Yes? Ok. So hi everybody, my name is Carlea Blight. I'm the digital media technician from the McLaughlin Libraries Media studio. The role of the media studio. If you don't know, is to provide access to state of the art technology required for the creation of digital projects. And we have staff to support you in the development of visual literacy and media creation skills.

So one of them, one of these staff, is actually here with me today. This is Claire Marie. She is here to support and answer any questions that you may have. So say hi, Claire. Hi! So yeah, throughout this process, please feel free to post your questions in the chat and we'll make sure to answer them as they come up. After each section we work through, I will also pause for questions if clarity is needed. So yeah, if you have questions, put them in the chat and I obviously can't see them. So Claire Marie will either answer them in the chat back to you or she will ask them of me by unmuting herself and I can address them.

So before we get started, I'm going to do a land acknowledgement. So as we gather today online we may be in very different locations, but I'd like to take this opportunity to acknowledge that we live and work on traditional, unseated and/or treaty lands of First Nations, and Inuit and Metis people. The University of Guelph, in particular, lies in the ancestral lands of the Attawandaron people and the Treaty lands and territory of the Mississauga's of the Credit. This place is still home to many Indigenous people, and we're really grateful to have the opportunity to learn and work on this land.

So in this session, we're going to be talking about creating videos and we're going to actually have the opportunity to learn how to create our own videos and practice creating these videos, but I want to address why we're talking about this today and what makes videos important. So videos are really important because the way we interact with media these days is much more visual, and people are much more drawn to visual media as well. So it's likely that at some point throughout your professional life, whether you are in a creative field or not, if you're in business or not, that you are going to have to either interact or create your own sort of visual media.

So these are some statistics that I have pulled from a recent website (I'll be able to provide you with the website as well afterwards), where some of the business marketing community has kind of analyzed how we interact with videos and why they become so much more important. So 64% of marketers see video as the most difficult content to create; 69% of people, 69% of people prefer video over text when learning about a product or service. Since COVID-19 as well that is affected, the amount of video content that people watch on line. So that has greatly increased the amount of videos that we are interacting with in this past year; has totally increased. Close to 50% of online users search for product videos before they make a purchase. And viewers retain 95% of the information available - 95% of the information available after watching a video. So these are just some of the common statistics that kind of demonstrate why videos are so important and why I've chosen to talk about this with you today.

So let's go over the plan a little bit, so we're going to explore making a video, making a video by a concept known as digital storytelling and we're going to be using six word stories in order to do this, so we're going to talk a bit about what six word stories are, and I'll give you the opportunity to practice creating one. That way when we move into our demonstration, you'll be able to think a little bit about how you would create a story into a video. So I'm going to be sharing a demonstration about how to use Canva, which is a graphic design tool for people who don't know. In Canva you can create anything from infographics to presentations to posters, but they've recently given you the ability to create videos as well and it's super simple and really easy to do, so I'm going to go over how you can use Canva to do that. And then afterwards I'm going to give you some unstructured time to create your own based on the six word story that you come up with.

So let's get started. So part one, six word stories.

What is a six word story? So six word stories, exactly what it sounds like. It's six words that say something powerful. They express a feeling or share something intimate about your life. You don't need a longwinded narrative to find meaning in your words or to a story. So whether you're looking to take your writing to a deeper level or you just want to practice with a fun writing exercise, six word stories are a great place to start.

So here are some famous six word stories. One thing I find really interesting is six word stories, the concept of six word stories came from Ernest Hemingway and he created it on a bet because his friend bet him that he couldn't make a story with just six words. So he did and you can see in the first example that he did it quite well. For sale, baby shoes never worn. In just six words, he was able to tell an entire story. So since then, this has become a much more popular technique in the literary world. So you can see in the following examples that six word stories can communicate anything from something very thought provoking deep and kind of sad to something like the last one by Margaret Atwood that is actually quite funny. But it still manages to tell an entire story in just six words. So I'll give everybody a minute to read those and kind of think about what they make you feel.

OK, so moving on. Why six words? So, brevity is a virtue. There is power in getting right to the point. Six word stories force you to get rid of everything that's unnecessary. So all the flowery language that simply obstructs the view of the true core of your message. It's also a challenge, and it's something to, something to practice with, especially if you are somebody who writes fairly frequently. Even if you're not, then it is, it's a cool challenge to think about, where you are not writing something longwinded and you just want to see what you can get across in just a few words.

Ok, so some tips to create your own story. Think about symbolism, so get a feel for the setting in the place of your story. Step inside it and see it for what it is. Six word stories commonly rely on imagery or symbolism to make an impact, so trying to identify what symbols or images relate the most to what you want your audience to feel. What is the punchline? So what's your big reveal? It's common to start with the context or place, followed by the punchline. The story might end here, or there might be some form of resolution. It is not uncommon for these six words stories or memoirs to be left unresolved. So consider what it is your reader should feel and work to craft that feeling.

So I'm going to give everybody about 5 minutes to write their own six word story. This doesn't have to be a masterpiece, this is just the sake of practicing just for the sake of practicing today. So I've come up with some prompts to help you get started, so you could write a six word story. It could be less than six words, it could be 7 words - just keep it brief - about:

getting lost, a childhood hero, your spirit animal, a new beginning, what you're waiting for, or you could even use your graduate thesis topic as inspiration. So I'm going to give everybody 5 minutes so that will take us to one 1:19/1:18. I think. Yeah 1:18 so I'll give everybody until 1:18 to come up with a six word story.

[pause]

While everybody is doing that, I'm just going to be posting some links in the chat to use for our next section, but just ignore that for now.

[pause]

[Carlea Blight]

About one minute left.

[pause]

[Emmanuelle Arnaud]

Do we get to share these in the chat?

[Carlea Blight]

If you'd like to. We are going to have an opportunity at the end to share our six word stories as well as our videos that we make alongside them. But if you would like to put them in the chat right now, by all means.

[Emmanuelle Arnaud]

Just really curious what people come up with. We have now a poet, artist, educator in MC. This person will probably have it down.

[Carlea Blight]

Amazing. OK, so I'm going to move on from there so put your stories whatever you have come up with so far, just put them to the side for now because I'm going to take you through a little bit of a demonstration about how to use Canva for videos.

So the first thing I'm going to get you to do is in our chat today I have included the two links. The first link I sent will take you to the Canva page, so if you don't have Canva already, it's possible some of you will already have an account. You're going to sign up and create a free account, so It will take you, it will take you through a few steps to sign up for a free account. It's pretty simple. I also sent a second link in there and that is just our library guide that we have for creating videos with Canva. So I will be taking you through all the steps today. But if in the future you want to hang on to that guide, if you forget anything or you want to see the written instructions then you can use that as well. So give everybody two to three minutes to sign up for an account. So I'm going to stop sharing my screen just so I can make sure everyone's on the same page. And then I'll check in with everybody. Make sure no one's running behind before we move on to the demonstration.

[pause]

[Carlea Blight]

OK, is anybody still working through the process of signing up? I just want to make sure I'm not going too fast for anybody. So if you are still in the process then please put something in the chat. If I don't see anything, then I'll get started.

[pause]

[Carlea Blight]

OK. I'm going to go ahead and get started then. So I'm going to share my screen.

OK, so your home Canva screen should look something similar to this. You can see that with Canva, if you're unfamiliar with it, there's a variety of things that you can create with this tool, so you can create anything from posters, presentations, infographics. You can scroll to see all of these options, and there's many amazing templates. If you're somebody who likes to use templates. Or you like to use inspiration from templates? Today, for the sake of practice, we're just going to create a video from scratch without a template. So in your "design anything" box right at the top, you should have an option that says video. If not, you can go to "create a design". There's a video option there as well.

So when I click on video, it gives you video options: like you have a Facebook video or a video message, mobile video. We're just going to select the first option here, which is just a simple horizontal video.

When I click on this, it should open a blank edit for me. So I'll give everybody the opportunity to get here. And remember, if you have any questions to please put them in the chat and then Claire Marie can let me know. So with Canva for videos, it's fairly simple where you are basically creating a video just like you are creating PowerPoint slide. So you can see underneath my blank screen, this is where it will show me all the slides that I have created. So if I want to create a new slide I just have to add a page. Then all of these will eventually form together into one video. You can also reorder the pages just by dragging them around. So you can see on my first blank page, it's blank. There's nothing on it. Right above my blank page, in sort of the top left hand corner, it shows you the timing of this slide. So this slide is going to be up for five seconds. Every one of my slides, right now I have set to 5 seconds. You can see the total length of your video by going to your menu above this. And next to the share button and the download button right in between there's a play button that tells you the total time of your video. So right now, my whole video is 15 seconds. Of course I haven't added anything, but I do have three slides that are 5 seconds each in total. So the first thing that I'm going to show you how to do is how to create a background for your video slide.

So, if you want a simple colored background right next to- so you want to make sure you're clicking right on your video because if it is clicked off then I don't have this option. but I want to click on my slide so it's highlighted in blue. And next to my edit timing option, there is a background color option as well. So when I select background color, I can choose a simple color for my slide. If that's what I'd like to do. However, there are more creative options as well, so I'm going to draw your attention to the menu on the left hand side of your screen. Where we have uploads, photos, elements etc. Near the bottom there's an option that says background. When I select this, you can see that it gives you a variety of textured backgrounds to use as well. And which ever one I want to use, I'm just going to select it once. And that will be my new background for my video slide.

However, there are also options to make a photo or a video the background of your video slide as well. So back to your menu on the left. Underneath the uploads option, I think it's a third option down there is a photos option, so this is where Canva provides you with a lot of their stock images that you're able to use. So if I wanted to search for something in particular, I can just type something here. So I wanted to search up garden. Then and then you have a variety of options that Canva allows you to use. One thing I will point out is because we are using a free account, some images are free and some images are pro. So in order for you to

tell this is you would hover your mouse over each of the images. So this one for example, you can see when I hover it says free. The ones that are not free will have a little Crown icon and will say pro.

So if I were to select this you can see that there's a watermark and I won't be able to actually use it without the watermarks unless I pay for a premium plan. so we're going to avoid this and we're just going to select something that's free. So I want this image To be my background. So first I'm selecting it and it's appearing right on my screen like this. So that's totally fine. If I wanted to create, make this image my background, I would just have to right click on the image. And then select replace background. Now that's the new background to my slide.

I'm going to go to my next slide to show you how to make a video your background. You would do it the exact same way. But you would go to your videos option in your menu right under audio. And these are a variety of stock videos that Canva allows you to use as well. So if I wanted to use this one as my video background, so right now it just appears on my screen. Let's say I want this to become my background. Just right click, set video as background. One thing you will notice is when you put a video as your background, it automatically changes the length of this slide to however long the video is. So now my video slide is 31 seconds. So this whole slide is going to be up for the duration of this entire video. If I want to shorten this. All I have to do, I'll show you how to do it again. I'm going to click on where it says timing so it says 31.8. And I can drag either ends in on my video timeline to reflect how many seconds I want. So I've edited it back down to six seconds and I can select which 6 seconds of the video I would like to show. Say I only want the beginning 6 seconds. So now my slide is 6 seconds long again.

Any questions about background, I'm not sure if there's anything in the chat. No. OK. So you have the option to upload your own media as well. So back on your menu on the left you have an uploads option. It looks like a little cloud with an arrow. So this is all the media I've uploaded myself, so these are my own images. My own videos. To upload media, you can just drag and drop into this screen or you can upload from a device, a Google Drive, etc. I can use any of my own media on this slide as well, so if I wanted to click this. I can set this as my background if I want; double click to reposition. Or I can just detach it from the background and have it as a picture.

I can add multiple elements to 1 slide, so if I wanted this image, but I also wanted this image. You drag it around, resize. Then I'll change my background color and it give you options so that the color can relate to the pictures that you created. You can do the same with anything else, so if I have my beginning image here, this is my very first slide. If I wanted to add elements on top of this, I can do that as well whether that's an image of mine or let's explore some of the elements that Canva allows for you to use. So you have an elements option underneath photos. When I select that, this is anything from shapes, frames, stickers, some of them move, some of them don't.

So if I wanted these flowers. Resize and put them on my screen. I could put these balloons in. And have them there as well. I can also layer anything on top of my video slide as well. So for example text. Say I wanted some text for my video, say for my six word story. I wanted to add text that reflects my six word story. I'm going to go to my text option here. You can add a simple text like a heading or subheading or a bit of body text, or there's a variety of different design options for you as well. So if I wanted to add this one to my video. I select it once. Actually you can't really see that that well, let me choose something different. There we go. I

can resize it. And then I can edit what the words say just by a double clicking. And then could type something new like: Hello. Welcome.

Just like any sort of docs or Word document, when you have selected your text box, you have the option to change the font. You can see some of the font is Pro. Some of the font is free for use. You can change the font size to anything. You can change the font color. Bold, italicize, anything like that. There's also effects, so if you want neon, you can do that.

One last thing, I'll show you. I'm going to go back to my multimedia page here. So I have two photos here, say I wanted to add an element too. So if I wanted to add this element here. You can see that it appears on top of my images, but I can change this as well. So if I wanted this to go behind my images, you have this position tool up top. So whenever I select something, if I select my element here. And then I go to its position. I can send it to the back. And now it's behind this image here. I can send it to the back so it's behind both images. I can also bring it forward if I want. So that's a good way to layer your footage.

Finally, I'll show you how to animate some of your slides as well. So you can see that every time I click on a slide, You have a little icon next to the timing of your slide that says Animate. When I select this, this just lets me choose how are the elements on my slide are going to appear. So if I were to select this option breathe, that's how my slide is going to animate for that 5 seconds. We've got zoom, where it zooms out, block where it kind of stays the same, fades where it fades and I'm going to select breathe, that's my favorite. I'm going to do the same to the rest of my slides as well, just to keep it constant. Animate. breathe.

If I wanted to add any audio, I can do that as well. So under my text option, there's an audio option as well. So when we go into here, this is some of the stock audio that Canva has provided for you to use. One thing I will note is a lot of it is pro and it can be hard to find something that is free so we can use our filtering options in our search tool. To kind of like filter it to our, to see only the stuff that is available for us. So in my search bar up here there's a little filtering icon and when I click on this. There's a box that says free. When I click on this option and apply it then it will only give me free audio that is available for me with a free account to use. So say I wanted to use this audio here. All I would have to do is click on it once. Give it a few seconds to load. And you can see that it will apply to my entire video. So I'm going to change it to something like this, because I think that will help you see it a little bit better. There we go.

So you can see that because my video is 16 seconds, it only gives me the 1st 16 seconds of the audio that I selected. So that is what is highlighted in color. I can move this around to select the 16 seconds of the audio that I want. So say I want the last 16 seconds. I can do that as well. I know you can't hear my audio right now. I don't think you can, but that's OK. It's kind of besides the point. So if you wanted to add audio then that's how you would do so.

This is also useful for if you were to create a voice over which we're not doing today, but you do have options to do that as well and upload your own audio. So you would upload your own voice over or your own music, and then you could apply it to this slide as well. So if that's something that you're interested in doing, Canva but does allow you to do that as well, you will just have to upload it. So these are my own audio files that I've uploaded, and if I were to click on it. It would apply to my slide.

So finally, if I were to preview my video, I'm going to go to my top menu up here. You can see the title of your video. Right now mine is called Hello welcome. Yours might be called untitled. but I can say "demo" and retitle it. We also have the option to share if you wanted to share with somebody else. If you wanted to collaborate on a video, you can type in an email or you

can share a link. If I wanted to preview what my whole video looks like together, I'm just going to press this play button. And it gives me the full version of my video. So you can see what it all looks like when it comes together. When I'm happy with it, all I'm going to do is select download video. And you can see it gives you two filetype, so MP4 is what we want. But that because that includes all the audio and it includes everything as a video exactly as you created it. It gives you a GIF option as well if you wanted to download a really short version of the video and you just wanted to create a GIF, but for the purpose of today we're going to download an MP4. I want all my pages downloaded, but if for some reason you only want the first page downloaded, you can make that selection at this point. And then I'm going to select download. This does usually take a few minutes, so I'm not going to go through with it just yet. But that is a basic demonstration of using Canva for videos. So I'm just going to stop sharing my screen for a second because I want to make sure that everybody is feeling OK with what we've done so far.

OK, I'm just checking the chat. Looks like everybody's on a good page, so what I'm going to do for you right now. Let me share my screen again. You are going to be using your six word stories that you came up with to create your own video. So your task today, is you're going to create this video based on your six word story. I would suggest using about one to four slides to create your video. It doesn't have to be really detailed or it can be as detailed as you want, just really play around with it and see what you can create. You can use the text option to include the words of your six word story or not and just use your words as inspiration. You can use music or not if you don't want to. I'm going to give everybody, I want to give us 5 minutes at the end to wrap up, so I'm going to give everybody about 15 minutes to practice with Canva and use your Six Word story to create a small video and then at the end I'll show you how we can share our videos on a padlet so we can see what we've all created. Obviously that's optional. And if you have any questions along the way then you can ask us in the chat and I will address them as they come up. So I'm going to give everybody until five to two to practice. Do you have any questions? OK, well I'll give everybody some time and I will be here and I will be keeping an eye on the chat.

[long pause]

[Carlea Blight]

So you have about 5 more minutes left, and then I'll show you how to wrap it all up.

[pause]

[Carlea Blight]

OK, so apply those finishing touches and then I'll get everybody to download those videos as well by clicking the download option in the top right hand corner. And I'm going to show you how we are going to be able to share this with everybody today. So what I've done is I have created a padlet. and I sent the link in our chat so you can click on that link to gain access to the padlet and I'll show you what it will look like by sharing my screen.

So if you're looking at my screen right now, you will see the padlet I created and you see you will be able to see that I have created a post myself with my own Six Word story that I turned into the Canva video. In the comments or in the post I, In the post I included the text in my six word story to give a little bit of context about why I created it. You can do this; if you don't want to, you don't have to. To upload your video to this padlet you would just select this pink plus button in the right bottom right hand corner of your screen. And then it will create a new post where you will be able to upload a file. So if I were to upload, you can drag and drop your

file into here, like drag and drop your MP4 file or you be able to pick a file just from your computer. So if you have it downloaded then you should be able to find it as a file and upload it here.

Amazing. So I'm seeing some people starting to post. This is great. Amazing. So now we sort of have like a few little films that will all be able to watch following this presentation so I'll give everybody a few minutes to upload what they have, before I wrap this up today.

[pause]

[Carlea Blight]

Wonderful. Amazing. So feel free to keep uploading if you haven't yet. Feel free to take a look at what everybody created on this padlet. And you'd be amazed at how different everybody's videos turned out to be. Considering we all went to the same workshop. How everybody kind of goes, writes in different ways and creates in different ways. So I think it's all. I always think it's really fascinating to see what other people have invented with this time.

So just to wrap up, I want to thank everybody for joining in this session today. I hope you found some value in it and I hope you had a little bit of fun. So whether you were here just to learn to make videos as a development skill; if you wanted to learn to make videos just for fun, or you're more interested in incorporating videos into your professional life, Canva presents you with a really easy and basic way to do that. Of course, there are lots of other options, but I hope this gave you a little bit of a taste onto how valuable videos can be personally and professionally and I hope you got something out of it. So if you have any other questions at all or you want to know more about our services and what you, what we can support you with, then please feel free to email the Media studio at mediastudio.lib@uoguelph.ca. And we would be happy to chat with you at any time. So thank you so much for coming today and I hope you found value and I hope everybody goes and takes a look at the tablet and see what everybody creates.

[Emmanuelle Arnaud]

Thanks a lot for this session that was awesome. For those of you that are still online.

[End of Transcript]