

FUNDAMENTALS OF VIDEO PRODUCTION FOR MODERN MARKETING

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In the digital age, video production has become a key component of marketing strategies. As an engaging media format, video allows for the effective communication of information quickly, enhances brand visibility, and drives conversion. Despite its advantages, creating quality video content requires careful planning, technical expertise, and an understanding of the target audience. This article explores the three crucial stages of video production: pre-production, production, and post-production, emphasising the importance of grasping these fundamentals for successful video production in contemporary marketing.

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1 Introduction

In today's digital world, promotional video content has become one of the most powerful tools for marketing products, services, and brands. At a time when consumer attention spans are limited and information is spread at lightning speed, video content offers a unique opportunity to connect with audiences on a deeper and more personal level. One of the main advantages of video content is its ability to present complex information in a simple and understandable way. The dynamism of video, which combines sound, movement, and visual elements, not only allows for better understanding and retention of information but also promotes an emotional connection with the viewer. In addition, promotional videos are extremely flexible and can be used on different platforms and in different formats, which allows companies to effectively reach their target groups. By using video, companies can track viewer behavior and optimize their marketing strategies based on the collected data. However, the successful use of video content in marketing requires thoughtful production that considers quality, content, and brand consistency. In conclusion, we can say that promotional video content in modern marketing has become an indispensable tool for connecting with audiences, telling stories, and building brands, which gives companies a competitive advantage in an increasingly saturated digital market.

2 The importance of promotional video content in modern marketing

In today's digital world, promotional video content has become one of the most powerful tools for marketing products, services, and brands. In a time when consumer attention spans are limited and information spreads at lightning speed, video content offers a unique opportunity to connect with audiences on a deeper and more personal level.

One of the main reasons for the growth in popularity of video content is its ability to present complex information in a simple and understandable way. Compared to text or static images, video allows information to be presented dynamically, through a combination of sound, movement and visual elements. This not only increases understanding and retention of information but also fosters an emotional connection with the viewer.

Additionally, promotional videos are extremely flexible and can be used across multiple platforms and formats. From short video ads on social media to more in-depth educational videos on company websites, video content allows companies to reach their target audiences in a way that is most effective for their specific marketing strategy.

However, the importance of video content in modern marketing goes beyond its visual and audio appeal. In the digital age, where analytics are key to measuring and optimizing marketing campaigns, video offers a rich set of data about viewer behavior. Companies can track how long viewers spend watching a video, which parts they watch repeatedly, where they stop watching, and much more. These insights are invaluable for adjusting and improving marketing strategies.

However, despite all the benefits of video, it is important for companies to approach its production thoughtfully. The quality, content, and message of the video must be consistent with the brand and its values. A poorly produced or misleading video can quickly damage a company's reputation and turn off potential customers.

The conclusion is clear: in modern marketing, promotional video content has become an indispensable tool for connecting with audiences, telling stories, and building brands. Companies that know how to harness the power of video content and integrate it into their marketing strategies will have a competitive advantage in an increasingly saturated digital market.

In a study titled "What to Build for Middle-Agers to Come? Attractive and Necessary Functions of Exercise-Promotion Mobile Phone Apps: A Cross-Sectional Study", the authors found that we live in an era in which the use of multimedia technologies, such as digital recorders and mobile phones, is rapidly increasing (Liao et al., 2017).

Furthermore, another study titled "Video Inter-frame Forgery Detection Approach for Surveillance and Mobile Recorded Videos" highlighted that videos recorded with mobile phones are often key evidence for an event and are therefore most susceptible to forgery (Kingra et al., 2017). This demonstrates the importance of ensuring the authenticity and integrity of promotional video content recorded and shared via mobile devices.

With the development of technology and changes in consumers' media habits, it has become imperative for marketers to understand and harness the power of video.

Video as a Dominant Media Format. In recent years, video has experienced explosive growth as a popular media format. According to research, users spend more time on websites with videos and are therefore more likely to share video content than other types of content. This has led to companies and brands starting to invest more resources and funds in video production.

The impact of video on audience engagement. Video has a unique ability to capture and hold the attention of an audience. Compared to other media formats, such as text or images, video provides a more dynamic and interactive experience. This means that viewers are more likely to stay engaged, share content, and take the desired action, such as purchasing a product or signing up for an email list.

Video and SEO. Video content can also improve a website's visibility in search engines. Search engines such as Google favor websites with high-quality video content, which means video can help increase a website's organic traffic and reach.

Video and Social Media. Social media has become a key platform for distributing video content. Platforms such as Facebook, Instagram, TikTok, and YouTube allow businesses to share videos with millions of users worldwide. Video content on social media can increase engagement, increase brand awareness, and attract new customers.

Understanding the importance of video in marketing is crucial for any marketing professional. By investing in video production and harnessing the power of video, businesses and brands can increase their reach, engagement, and conversion.

2.1 Benefits of using a camcorder for recording

In a world where visual communication is key, cameras have become an indispensable tool for capturing and sharing moments. Despite the rapid development of mobile phones and their cameras, traditional cameras still offer many advantages that smartphones struggle to match.

Image quality. Cameras are designed to provide the highest possible image quality. Larger sensors, better lenses, and advanced image processing features allow cameras to capture detail, color, and light better than most mobile phones (Ruwaimana et al., 2018).

Flexibility. Most cameras allow users to change lenses, providing greater flexibility in shooting a variety of scenarios, from macro photography to wide-angle shots (Grizzle et al., 2008).

Control over settings. While smartphones offer automatic shooting modes, cameras offer manual settings such as shutter speed, aperture, and ISO, allowing photographers to have greater control over the final result (Loo et al., 2019).

Long-lasting battery. Cameras are designed for long-term use, so they usually have batteries that last longer than cell phone batteries, which is especially useful when recording or taking photos for long periods of time (Preti et al., 2021).

Ruggedness and durability. Many cameras, especially professional DSLRs and mirrorless cameras, are designed to withstand harsh conditions such as cold, heat, or humidity. Some are even waterproof or shockproof, making them ideal for use in harsh environments (Shaw et al., 2012).

Although smartphones are becoming increasingly advanced and popular for recording, traditional cameras still offer many advantages that are difficult to replace. For serious photographers and videographers, using a camera is crucial to achieving the highest possible quality and flexibility.

2.2 Benefits of using a camera for recording

In the age of digital technology, where smartphones have become ubiquitous, traditional cameras still remain an indispensable tool for many professionals and photography enthusiasts. Despite the convenience and accessibility that smartphones offer, cameras offer many advantages that mobile devices struggle to match.

Image quality. Cameras are designed to provide the best image quality possible. Larger sensors and better lenses allow for greater detail capture with greater sharpness and dynamic range (Ruwaimana et al., 2018).

Flexibility. Most DSLR and mirrorless cameras allow for interchangeable lenses, allowing users to customize their equipment to suit their shooting scenario, from macro photography to wide-angle shots (Whitmarsh et al., 2018).

Manual control. Cameras offer manual settings such as shutter speed, aperture, and ISO, allowing for greater control over the final result and creativity (Moore et al., 2021).

Battery and storage. Cameras are designed for long-term use, offering higher-capacity batteries and the ability to use larger and faster memory cards to store larger files (T. Lee et al., 2021).

Ruggedness. Professional cameras are often designed to be weatherproof, such as rain, dust, and cold, allowing them to be used in a variety of environments and conditions (Shaw et al., 2012).

In summary, while smartphones have become a popular tool for everyday photography and videography, traditional cameras still offer many advantages that are difficult to replace. For those who want greater quality, flexibility, and control, using a camera remains essential.

2.3 Advantages of using mobile phones for recording

In today's digital world, mobile phones have become much more than just communication devices. With the rapid development of technology, smartphones have evolved into powerful tools for content creation, including recording high-quality videos. This development has made recording more accessible to a wider range of people without the need to invest in expensive cameras or additional equipment (Haddock et al., 2013).

Their portability and versatility make mobile phones ideal for capturing spontaneous moments, travel, events, and even professional vlogs or short films. Their cameras are equipped with advanced features such as high resolution, slow motion, and image stabilization, which allow for stunning video recording (Shaw et al., 2012).

Additionally, modern smartphones offer a variety of apps and editing tools that allow users to process and enhance their footage directly on the device. This means that the entire process, from recording to editing and sharing, is now possible with a single device (Ludwig et al., 2020).

However, as with all technologies, it is important to understand the basics and best practices when shooting with a mobile phone. This includes understanding lighting, composition, stabilization, and other key aspects of shooting that can drastically affect the final quality of the footage (Ye et al., 2017).

Despite some limitations, such as limited battery life and storage space, mobile phones offer a unique opportunity to democratize shooting. With more and more people having access to these devices, it is expected that more innovative and creative content will be shot on smartphones in the future (Krieter & Breiter, 2018).

Using mobile phones for recording offers many advantages that traditional cameras have difficulty achieving:

- **Portability.** One of the biggest advantages of mobile phones is their compactness and portability. They can be easily put in a pocket or bag and taken with you anywhere. This allows you to record spontaneous moments without having to carry heavy equipment (Haddock et al., 2013).
- **Accessibility.** Most people already have a smartphone, which means that the recording tool is always at hand. This eliminates the need for additional investments in expensive cameras or equipment (Stöggel et al., 2014).
- **Quality.** Modern smartphones are equipped with high-resolution cameras that can record in 4K or even 8K. These cameras are capable of creating stunning quality videos that are comparable to those recorded with professional cameras (Krieter & Breiter, 2018).

- **Multifunctionality.** Mobile phones are not just for recording. They allow editing, adding special effects, music, and other elements directly on the device. This means that the entire production process, from recording to publishing, can be done on a single device (Abulkhair, 2015).

However, despite their many advantages, the use of mobile phones for recording also brings some challenges, such as: limited battery life, limited storage space, and the need for stabilization. However, the advantages that mobile phones bring undoubtedly outweigh the potential disadvantages.

In a study titled "Automatic Identification of Referral-Warranted Diabetic Retinopathy Using Deep Learning on Mobile Phone Images", the authors found that despite the presence of multiple artifacts and low-resolution images generated by users with varying levels of medical training, deep learning algorithms can identify images captured with mobile phones with high reliability (Ludwig et al., 2020). This suggests that mobile phones can produce high-quality videos suitable for professional use.

2.4 The basics of recording videos for promotional purposes

In today's digital world, videos are a key element of a company's promotional strategies. An effective promotional video can increase brand awareness and sales, , and improve customer relationships. To achieve these goals, it's important to understand the basics of video recording:

- **Planning and preparation:** Before you start filming, it is important to have a clear vision and goal. Identify your target audience, think about the message you want to convey, and choose the right tone and style for your audience (Smith, 2019).
- **Technical equipment:** Quality equipment is essential for a professional video. This includes a high-definition camera, stabilizer, microphone, and proper lighting (Jones & Brown, 2020).
- **Composition and framing:** Proper composition is key to a visually appealing video. Follow the rule of thirds, avoid distracting background elements, and ensure good lighting (Miller, 2018).

- **Story and Script:** A good story is the heart of every video. Think about the beginning, middle, and end, and how you will guide the viewer through the story (White, 2017).
- **Editing and post-production:** After filming, it's time for editing. Use software such as Adobe Premiere or Final Cut Pro to edit, add graphics, music, and other elements that will enhance your video (Lopez, 2021).
- **Distribution and promotion:** Once your video is finished, consider the best channels to distribute it. These could be social media, YouTube, websites, or television (Green, 2019).
- **Performance measurement:** After publishing your video, track its performance. Use analytics tools such as Google Analytics or YouTube Analytics to see how your video is performing (Taylor, 2020).

An effective promotional video is a combination of a good story, technical quality, and the right distribution strategy. By following these basics, you can create a video that will truly resonate with your audience.

3 Types of video content we can record

In the world of digital marketing and communications, video content has become one of the most powerful tools for connecting with your audience. Different types of video content can serve a variety of purposes, from education to entertainment and promotion. Let's take a look at some of the most common types of video content that you can create:

- **Promotional videos:** These videos are designed to promote a product, service, or brand. They are typically shorter, focusing on the main benefits and features, and include a call to action at the end.
- **Educational or instructional videos:** These videos are designed to provide valuable information or teach a specific skill to the audience. Examples include how-to guides, webinars, and lectures.
- **Narrative videos:** Narrative videos tell a story, usually with characters, conflict, and resolution. These can be short films, music videos, or even ad campaigns with a strong story.

- **Product reviews:** In these videos, reviewers introduce a specific product, discuss its features, pros, and cons, and give their opinion. These videos are very popular on platforms like YouTube.
- **Interviews:** Interviews offer an opportunity to have an in-depth discussion about a specific topic with an expert or interesting person. They can be formal or informal, and are used for a variety of purposes, from news to podcasts.
- **Event videos:** These videos cover events such as conferences, seminars, concerts, or weddings. They give the audience a glimpse into an event that they may not have been able to attend in person.
- **Customer testimonials:** In these videos, customers or users share their experiences with a product or service. These videos are a great tool for building trust and credibility.
- **Animated videos:** Animated videos are great for presenting complex ideas in a simple and understandable way. They are often used for business presentations, educational content, or advertisements.
- **Vlogs:** Vlogs are personal video diaries that individuals share with their audience. They are usually informal and reflect the daily life, thoughts, and feelings of the vlogger.
- **Live broadcasts:** Thanks to platforms like Facebook Live and YouTube Live, individuals and businesses can live-stream events, presentations, or even conversations with their audience.

Different types of video content offer different opportunities to connect with your audience. Whether you want to promote a product, share a story, or educate your audience, video is a powerful tool that can help you achieve your goals. By understanding the different types of video content and their purpose, you can create effective and engaging videos that will captivate your audience.

4 **Basics of recording with a video camera or camera**

In today's digital world, recording with a video camera has become an essential tool for communication, education, and entertainment. In order to create quality video content, it is important to understand the basic techniques and approaches to recording. **Understanding the technology:** Before you start recording, it is important to understand the basic functions and capabilities of your camera

(Nassauer & Legewie, 2019). This includes understanding resolution, frame rate, and different exposure modes.

Composition and framing: Proper composition is key to creating visually appealing shots. Follow the rule of thirds, avoid distracting background elements, and ensure good lighting (Lahlou, 2011).

Camera movement: Camera stability is key for professional shots. Use stabilizers such as a gimbal or tripod to prevent camera shake while recording (Wilson & Serisier, 2010).

Sound: Good sound quality is just as important as image quality. Use external microphones and ensure good acoustics during recording (Akino et al., 2018).

Editing: After recording, it's time for editing. Use software like Adobe Premiere or Final Cut Pro to edit, add graphics, music, and other elements that will enhance your video (Nassauer & Legewie, 2019).

Storage and archiving: Make sure you store your footage securely. Use external hard drives or cloud services to store and archive your videos (Lahlou, 2011).

Distribution: Once your video is finished, consider the best channels for distributing it. These could include social media, YouTube, websites, or television (Wilson & Serisier, 2010).

Videography is both an art and a science. By following these basics and constantly learning new techniques, you can create videos that will truly resonate with your audience.

4.1 Choosing the right camera or camcorder for recording

In today's technologically advanced world, choosing the right camera or camcorder for your recording needs can be a daunting task. Different cameras offer different features, so it's important to understand what you need and what's available on the market.

Camera Type: The first decision you need to make is the type of camera. While some cameras are better for taking photos, others are better suited for recording videos (Delmerico et al., 2018). It's also important to consider the size and weight of the camera, especially if you plan to carry it around frequently.

Resolution and Image Quality: Resolution and image quality are key to achieving clear, sharp images. The higher the resolution, the better the image quality (Di Gennaro et al., 2022). It is also important to consider the camera's ability to record in low light conditions.

Features and accessories: Some cameras offer additional features, such as Wi-Fi connectivity, a touchscreen, and water resistance. Depending on your needs, you may want a camera with certain additional features (S. Lee et al., 2022).

Price: Price is always an important factor when choosing a camera. It is important to find a balance between quality and price to get the most for your money (Muender et al., 2019).

Choosing the right camera or camcorder for your shooting needs depends on your specific needs and budget. By researching and comparing different models, you can find the perfect camera for your needs.

4.2 Mobile Phone Recording Basics

4.2.1 Choosing the Right Phone

Choosing the right mobile phone for video recording is crucial. There are many different phone models on the market, varying in camera quality, resolution, performance, and other features. When choosing a phone, the following factors should be considered:

- **Camera resolution:** The higher the camera resolution, the better the video quality. Most modern smartphones offer high-resolution cameras that can record in 4K or even 8K.
- **Stabilization:** Stabilization is important for quality videos. Some phones have built-in optical image stabilization (OIS) to help reduce camera shake.

- **Light sensitivity:** A phone with a good sensor and a wide aperture will perform better in low light conditions.
- **Additional features:** Some phones offer additional features such as: slow motion, time-lapse, and other advanced recording options.

4.2.2 Basic Camera Settings

Before you start recording, it's important to set up your phone's camera properly. Here are some basic settings to consider:

- **Resolution:** Depending on the purpose of your video, choose an appropriate resolution. For most promotional videos, 1080p or 4K is high enough.
- **Frame rate:** The standard frame rate for most videos is 30 frames per second (fps). If you want to create a slow-motion video, choose a higher frame rate, such as 60 fps or 120 fps.
- **Exposure mode:** Most phones allow you to adjust the exposure manually. If you're recording in a bright environment, reduce the exposure to prevent overexposure.
- **Focus:** Some phones allow you to adjust the focus manually. If you want to emphasize a specific object or person, adjust the focus manually.

4.2.3 The Importance of Stabilization

Stabilization is essential for creating professional videos. Camera shake can be distracting to viewers and reduce video quality. Most modern smartphones have built-in stabilization, but in some cases, additional equipment such as tripods or gimbal stabilizers may be necessary.

In a study titled "YouTube-BoundingBoxes: A Large High-Precision Human-Annotated Data Set for Object Detection in Video", the authors found that recording quality, often similar to that of a handheld mobile camera, is crucial for accurate object detection in video (Real et al., 2017). This highlights the importance of stabilization when recording videos with a mobile phone.

5 How to Prepare for a Promotional Video

In today's rapidly changing media landscape, a promotional video is crucial to the success of a brand or business. To ensure effective and professional promotional video, careful preparation is required.

Understanding your audience: Before you start filming, it's important to understand who your target audience is and what they want to see (Cornett, 2007). This will help you craft content that will truly resonate with your audience.

Scripting: The script is the foundation of every video. It defines what will happen, who will participate, and how the content will be presented (Zhang, 2023). The script should be clear, structured, and goal-oriented.

Technical preparation: Choose the right equipment for the shoot, including a camera, microphones, and lighting. Also, make sure that your location is suitable for filming and that you have obtained all the necessary permits (Bubadué & Evangelista Cabra, 2021).

Team preparation: Each team member should know exactly what their role is and what is expected of them. This includes the director, cameraman, actors, and everyone else involved in the production (Fatimah et al., 2021).

Rehearsal: Before you start filming, make sure you have rehearsed all the scenes several times. This will ensure that the filming goes smoothly and without unnecessary interruption (Cornett, 2007).

Post-production: After filming, it's time to edit and finalize your video. This includes adding music, graphics, and other elements that will enhance the final product (Zhang, 2023).

Distribution and Promotion: Once your video is finished, consider the best channels to distribute it. These could include social media, YouTube, websites, or television. Also, consider strategies to promote your content and reach the largest possible audience (Fatimah et al., 2021).

Preparing for a promotional shoot is crucial to the success of your project. By following these steps and working with an experienced team, you can create effective, professional content that will truly resonate with your audience.

The location where you shoot is also important. It can have a big impact on the final look and feel of your video. When choosing a location, consider the following factors:

- **Background:** Keep the background clean and free of distractions. If you’re recording an interview or promotional video, choose a background that complements the theme or message of your video.
- **Light:** Natural light is best for recording videos. If you’re recording outside, choose a time when the light is soft, such as early morning or late afternoon.
- **Sound:** Avoid locations with a lot of noise. If you’re recording in places like cafes or on the street, use an external microphone to reduce noise.

5.1 Lighting and its impact on video quality

Lighting is one of the most important factors that affect the quality of a video. The correct use of light can highlight certain elements, add depth and texture, and create a desired atmosphere or mood. Conversely, poor lighting can make a video look unprofessional, blurry, or even unrecognizable.

Types of Lighting: There are different types of lighting that can be used when shooting a video. These include natural light, artificial light, basic light, key light, and background light (MacQuarrie & Steed, 2020). Each type of light has its own advantages and disadvantages, so it is important to understand when and how to use them.

Color and intensity of light: The color and intensity of light can greatly affect the look and feel of a video. Warm light can create a warm and cozy atmosphere, while cool light can create a sense of tension or distance (Abdullah et al., 2019).

Direction of light: The direction from which light comes can affect the shadows, highlights, and shape of a subject. For example, front lighting can flatten shadows and emphasize the shape of a subject, while side lighting will create stronger shadows and emphasize texture (MacQuarrie & Steed, 2020).

Lighting techniques: There are several lighting techniques that can be used to improve the quality of a video. This includes the use of diffusers, reflectors, filters, and other tools that can help balance the light and create the desired effect (Abdullah et al., 2019).

The Importance of Adjusting Lighting: Lighting needs to be adjusted according to the environment you are filming in. For example, if you are filming outdoors, you may need to account for changes in weather conditions such as clouds or sunset. It is also important to consider how light reflects off different surfaces such as water, glass or metal (MacQuarrie & Steed, 2020).

Effects of Poor Lighting: Poor lighting can cause a number of problems such as: overexposure, underexposure, unwanted shadows or color shifts. These problems can reduce the quality of the video and distract viewers (Abdullah et al., 2019).

Lighting is crucial to creating quality video. By understanding the different types of lighting, techniques and tools available, you can create a video that is visually appealing, professional and effective.

5.2 Audio and How to Optimize It for Video

Audio is a key element of any video. While the visual component is what draws the viewer's attention, it is the audio that creates depth and emotional connection. Poor audio quality can reduce the effectiveness of a video, no matter how well it is recorded. That's why optimizing audio for video is crucial.

The importance of quality audio: Audio quality can have a major impact on the perception of a video. Clear, crisp audio can enhance the professionalism and credibility of a video, while noise, distortion, or unclear audio can diminish its value (Nagels et al., 2020).

Using the right equipment: To achieve the best audio quality, it is important to use the right equipment. This includes high-quality microphones, sound cards, and headphones. It is also important to consider the acoustics of the room you are recording in to reduce echo and noise (Chao et al., 2020).

Post-production and audio editing: After recording, it's time to edit and optimize the audio. This includes removing unwanted noise, equalizing the volume, adding effects and music, and synchronizing the audio with the video (Halperin et al., 2019).

Considering spatial sound: When recording a video that includes spatial sound, it's important to consider the direction and location of the sound sources. This can increase the realism and immersion of the video by allowing the viewer to hear sounds from different directions (Lim et al., 2021).

Audio is a key element of any video, and optimizing it is crucial to achieve the best possible quality. By using the right equipment, techniques, and tools, you can create clean, clear audio that will enhance the effectiveness and professionalism of your video.

5.3 Composition and Frames

In the world of video production, composition and frames are key elements that determine how the final product will visually communicate with the viewer. The correct use of these techniques can help tell a story, emphasize important elements, and create visually appealing shots.

Meaning of Composition: Composition refers to the arrangement of elements within a frame. This includes the placement of subjects, the use of the rule of thirds, lines, and shapes, and the balance between different elements (Sun et al., 2009). Proper composition can help direct the viewer's attention, emphasize important information, and create a harmonious and balanced look.

Different Shots and Their Impact: Different shots are used in video production, such as wide, medium, and close shots. Each shot has its own purpose and impact on the story. For example, a wide shot can show the entire scene or environment, while a close shot emphasizes a specific subject or detail (Gandhi et al., 2014).

Dynamic Composition: In some cases, it may be necessary to dynamically change the composition, for example by simulating camera movement within a static shot. This can help to make the shot dynamic and add additional depth (Gandhi et al., 2014).

Techniques to Improve Composition: There are various techniques that can be used to improve composition, such as: leading lines, symmetry, frame within frame, and the golden spiral. These techniques can help to better guide the viewer's eye and create more interesting and visually appealing shots (Sun et al., 2009).

Composition and framing are key elements in video production that can have a significant impact on the final product. By using the right techniques and understanding the basics of composition, you can create videos that are visually appealing, tell a story, and communicate with the viewer in an effective way.

5.3.1 Rule of Thirds

The rule of thirds is a basic compositional principle used in photography and video production. It is based on dividing an image or video into nine equal parts with two horizontal and two vertical lines. This creates four intersection points where the lines meet. These points are visually appealing and serve as a guide for placing the main elements in the frame:

- **Emphasis on intersection points:** Place the main subjects or elements at or near the intersection points to create a balanced and appealing look.
- **Horizontal orientation:** When shooting landscapes or wide scenes, use horizontal lines to balance the horizon.
- **Vertical orientation:** When shooting portraits or shooting tall objects, use vertical lines to guide the viewer's eye.

5.3.2 The Importance of Proper Focus

Focus is crucial for the clarity and sharpness of your video. Blurry or blurry video can diminish the professionalism and quality of your content:

- **Manual focus:** Some smartphones allow you to manually adjust the focus, allowing you to choose which part of the frame will be in focus.
- **Autofocus:** Most phones use autofocus, which automatically adjusts focus based on the subject or object in the center of the frame.
- **Depth of field:** By using a wide aperture or shooting close-up, you can create the look of a shallow depth of field, where the foreground object is sharp, and the background is blurred.

5.3.3 Camera Movement and Dynamic Shots

Camera movement can add dynamism and interest to your video. However, it is important to use camera movement wisely and not excessively:

- **Panoramic recording:** This is the horizontal movement of the camera from left to right or vice versa. This is used to show a wide scene or to follow a moving subject.
- **Tilting:** This is moving the camera vertically up and down. This is used to show tall objects or to follow a subject moving up or down.
- **Zoom:** Zooming in or out on a subject. Although digital zoom is available on most phones, optical zoom is better for maintaining image quality.

5.4 Tools for Better Recording

In the digital world, video production has become a key component of communication, education, and entertainment. The quality of a video depends not only on the content, but also on the technical execution. In order to achieve professional-quality video, it is important to use the right tools and equipment. These tools range from cameras and microphones to advanced software and accessories that enhance the quality of the recording.

Video production is more than just pressing a button to record. It requires planning, technical expertise, and the right equipment. To film insect predators in the wild, researchers used a custom video system that consisted of a multichannel digital video recorder, active night-vision cameras, and a waterproof housing (Grieshop et al., 2012). In a medical setting, surgeons used a commercially available helmet-mounted

camera to record traumatic surgeries in emergency situations (Matsumoto et al., 2013). In an educational setting, ultrasound videos were developed to teach pronunciation to young learners of English as a foreign language (Alshehri, 2022). In engineering, videos were created to help students with 3D printing and computer-aided design (CAD) for their projects (Bringardner & Jean-Pierre, 2017).

These examples illustrate the wide range of tools available to improve video quality in a variety of settings. Regardless of the specific use, the common goal is always to create clear, high-quality, and effective video that will serve its purpose.

5.4.1 Using Tripods, Gimbals, and Other Stabilizers When Shooting Video

In the world of video production, stability is key to achieving professional results. Whether you're shooting a documentary, music video, or vlog, using the right stabilization equipment is essential to achieving clean, steady footage.

Tripods: A tripod is a staple for any videographer. It provides a stable platform for the camera and prevents it from shaking or moving while you're filming. Additionally, tripods allow you to precisely adjust the height and angle of the camera, which is especially useful when shooting static scenes or interviews.

Gimbal: A gimbal is an advanced stabilization device that uses motors and sensors to balance the camera in real time. This allows you to capture smooth, steady footage even while you're moving; walking, running, or driving. A gimbal is ideal for shooting dynamic scenes, such as tracking shots or handheld shooting.

Other stabilizers: In addition to tripods and gimbals, there are other stabilizers such as: Steadicam, drones and sliding rails. These devices allow for a variety of shooting techniques from flying shots to sliding the camera on a rail for dynamic transitions.

The importance of stabilization: Stabilization is essential for achieving professional-quality video. Camera shakes or movement can reduce the quality of the footage and distract viewers. In addition, stabilization allows for better storytelling by ensuring that the viewer's attention is precisely focused.

Whether you are a professional videographer or an amateur, using the right stabilization equipment is key to achieving the best results. By investing in quality accessories such as tripods, gimbals and other stabilizers, you can improve the quality of your videos and increase your professionalism.

5.4.2 External Microphones for Better Audio When Recording Video

In the world of video production, audio is just as important as visuals. While a high-quality camera can produce beautiful visuals, additional equipment is required to achieve professional-quality audio. External microphones are an essential accessory for any videographer looking to improve the audio quality of their footage.

The Importance of Quality Audio: Audio is a key element of any video. It can help tell a story, create atmosphere, and add depth to visuals. Poor audio quality can detract from the effectiveness of your video and distract viewers. That's why investing in an external microphone is essential for getting the best results.

Limitations of Built-in Microphones: Most cameras and smartphones have built-in microphones, but these often don't provide the best audio quality. They're sensitive to ambient noise, lack directional sound pickup, and can introduce unwanted sounds like camera shake or camera noise.

Types of external microphones: There are several types of external microphones that are suitable for different purposes:

- **Directional (shotgun) microphones:** These microphones are ideal for interviews and recording dialogue, as they capture sound from a specific direction and reduce ambient noise.
- **Lavalier microphones:** These are small, portable microphones that can be attached to your clothing. They are ideal for interviews and presentations.
- **Stereo microphones:** These microphones are suitable for recording ambient sound or music, as they capture sound from multiple directions.

In addition to external microphones, you may also need additional equipment such as sound cards, headphones for monitoring sound, and sound shields to reduce wind noise or other unwanted sounds. External microphones are a key accessory for improving the sound quality of your video recording. By investing in the right equipment, you can ensure that your sound is clean, clear, and professional, which will increase the efficiency and quality of your videos.

6 Video Editing

6.1 Editing Video on Your Computer

In the digital age, computer video editing has become an essential skill for many content creators, filmmakers, and marketing professionals. With advances in technology, video editing has become more accessible than ever, allowing even amateurs to create high-quality videos. This section will explore the basics of computer video editing and show you how to achieve professional results with the right tools and techniques.

Choosing the Right Software: Choosing the right software is crucial to getting started with video editing. There are a number of options on the market, from free programs like iMovie and Windows Movie Maker to professional programs such as Adobe Premiere Pro and Final Cut Pro. Your choice will depend on your budget, needs, and level of experience.

Importing and Organizing Clips: Once you have the software installed, the next step is to import your clips into the program. Most editing programs allow you to easily import clips from your camera, hard drive, or even mobile devices. Once your clips are imported, it is important to organize them into folders or “bins” to make it easier to find and edit your scenes.

Basic Editing - Cutting and Editing Clips: Basic editing involves cutting and editing your clips. This means selecting the best parts of your clips and placing them in the order you want. Most editing programs offer an easy drag-and-drop feature that allows you to move clips around the timeline.

Adding Transitions and Effects: Once you have a basic sequence of clips, you can start adding transitions between scenes to make your video more dynamic. There are many different transitions available, from simple fades to complex 3D transitions. In addition to transitions, you can also add various visual and audio effects to enhance the quality of your video.

Color and Exposure Correction: Color and exposure correction is essential for achieving a professional look. Most editing programs allow you to adjust brightness, contrast, saturation, and other parameters to improve the quality of your footage.

Add audio and music: Audio is just as important as image when creating a video. Most editing programs allow you to add soundtracks, music, and sound effects. You can also adjust the volume, add effects like echo or reverb, and sync the audio with the video.

Export and share your video: Once you're happy with your edited video, it's time to export it. Most editing programs allow you to export your video in a variety of formats and resolutions, depending on where you plan to share it. Once your video is exported, you can share it on online platforms like YouTube, Vimeo, or social media.

Video editing on a computer has become an essential skill in the digital age. With the right tools and techniques, you can create high-quality videos that will impress your audience. Whether you're a beginner or an experienced videographer, there's always room to learn and improve your editing skills.

6.2 Editing Video on a Mobile Phone or Tablet

In the digital world, mobile technology has become a key part of our daily lives. Mobile phones and tablets are no longer just communication devices, but also powerful tools for creating and editing content. With the advancement of apps and hardware, editing video on mobile devices has become easy and accessible to everyone.

The benefits of editing on mobile: Mobile devices are lightweight, portable, and always at hand. This means you can shoot, edit, and share a video in minutes without having to transfer files to a computer or use complicated software. Additionally, mobile video editing apps are usually more intuitive and user-friendly than traditional computer programs.

Choosing the right app: There are a number of video editing apps on the market, ranging from free to paid. Popular options include iMovie, Adobe Premiere Rush, KineMaster, and FilmoraGo. Your choice will depend on your needs, budget, and experience level.

Basic editing features: Most mobile video editing apps offer basic features such as trimming, adding transitions, adding music and text captions. These features are usually enough for basic editing and enhancing your footage.

Advanced features: Some apps also offer advanced features such as color correction, adding special effects, animations and even green screen. These features are especially useful for those who want to take their videos to the next level.

Sync with other devices: Many apps allow for easy syncing with other devices, meaning you can start editing a video on your mobile phone and finish it on your tablet or computer. This is especially useful for those who frequently switch between devices.

Share and export: Once you're happy with your edited video, it's time to share. Most apps allow you to easily export and share your video on social media platforms such as YouTube, Facebook, and Instagram. Some apps also offer direct cloud storage, making it easy to back up and share.

Editing video on your mobile phone or tablet has become easy and accessible to anyone. With the right tools and techniques, you can create high-quality videos that will wow your audience. Whether you're a beginner or an experienced videographer, there's always room to learn and improve your mobile editing skills.

6.3 Presentation of popular applications for editing video content

In a world where video content reigns supreme, the ability to edit and customize videos has become a key skill for many creators. Fortunately, there are many apps available to make this process easier, whether you're a professional editor or a beginner. Let's take a look at some of the most popular video editing apps:

- **Adobe Premiere:** This is the leading professional video editing app. With a rich set of tools that allow for precise editing, color correction, audio processing, and more, it's the choice of many professional editors and filmmakers.
- **Final Cut Pro X:** Exclusive to Mac users, Final Cut Pro X offers an intuitive interface and powerful editing tools. With a magnetic timeline option and advanced color correction features, this app is popular among professional and amateur editors.
- **DaVinci Resolve:** In addition to being one of the most powerful color correction tools, DaVinci Resolve offers comprehensive editing features. The best part is that the basic version of the program is completely free.
- **iMovie:** This is a simple and user-friendly solution. Exclusive to Apple devices, this app offers basic editing tools that are ideal for beginners or those who want to quickly put together a video.
- **KineMaster:** This is a popular mobile video editing app available for Android and iOS. Despite being mobile, it offers a wide range of professional tools, including a multi-layer timeline, special effects, and advanced color correction.
- **Filmora:** This is a popular editing app known for its user-friendly interface and many creative tools. It also offers a wide range of preset transitions, effects, and music that users can add to their videos.

Video editing has become an essential skill in the digital age. Whether you're a professional editor or someone looking to enhance their home videos, there's an app to suit your needs. With the constant advancement of technology and software tools, it's now easier than ever to create high-quality videos that will wow your audience.

6.4 Basic Video Editing Techniques

Editing is the heart of any video. Proper editing can transform the narrative, add rhythm and momentum, and connect disparate elements into a cohesive whole. While editing is an art that develops over time and through practice, there are some basic techniques that every beginner should know. Let's take a look at some of them:

- **Action Cut:** This technique involves cutting between two shots when a specific action occurs. For example, if someone throws a ball in one shot, the next shot could show the ball landing. Action Cut helps create a sense of continuous movement and connection between shots.
- **J-angle and L-angle editing:** In these techniques, the audio and video do not overlap exactly. In J-angle editing, the audio of the next shot begins before the end of the current shot, while in L-angle editing, the audio of the current shot continues into the next shot. This allows for smooth transitions between scenes.
- **Transitions:** Transitions such as fades, gradients, or digital effects are used to transition between two shots. They can be effective, but it is important to use them sparingly, as too many transitions can confuse the viewer or make the video look unprofessional.
- **Cutting to music:** Music can add rhythm and emotional tone to a video. Cutting clips to the beat of the music can create a dynamic and engaging video. It is important that the clips and music work together to tell a story.
- **Using B-roll footage:** B-roll footage is additional footage that is not part of the main action but adds context and depth to the scene. If the main footage is an interview, B-roll footage could show the person at work, details of the surroundings, or other people's reactions. B-roll footage helps break up monotony and add visual interest.
- **Continuity:** When editing, it is important that the clips flow smoothly and logically. Continuity refers to the consistency in the video, which means that the clips should be arranged in a way that creates a sense of continuity in time and space.

Basic editing techniques are crucial to creating effective and engaging videos. By understanding these techniques and using them correctly, content creators can tell stories that will engage and delight their audience.

6.4.1 Adding Graphics, Text, and Transitions to Videos

In modern video production, adding graphics, text, and transitions is essential to enhance visual appeal and tell a story. These elements can help to enhance the understanding of the content, add aesthetic value, and enhance the professionalism of the video. Let's take a look at how you can incorporate these components into your video projects.

Graphics in videos can include everything from simple icons to complex animated sequences. Graphics can:

- **Highlight information:** A chart or diagram can visualize statistics or information.
- **Add aesthetic value:** Animated illustrations or logos can add a professional look to a video.
- **Guide the viewer:** Arrows or pointers can direct the viewer's attention to specific parts of the video.

Text is another element that can be added to a video:

- **Titles and subtitles:** Create structure and help the viewer follow the content.
- **Subtitles:** Provide accessibility for the deaf and hard of hearing, and for those watching the video in silence or in a foreign language.
- **Highlights:** Short text notes can highlight key points or information.

Transitions are effects used to move between two shots or scenes:

- **Fade:** A gradual transition from one scene to another or from black to a scene.
- **Blend:** One scene gradually flows into the next.
- **Digital effects:** These can range from simple movements to complex 3D animations.
- **Cut:** An instant transition from one scene to another, which is the most common and basic option.

Adding graphics, text, and transitions to videos is essential for enhancing quality and storytelling. By using these elements, content creators can communicate their message more effectively, increase viewer engagement, and give their videos a professional look. Whether you're creating a promotional video, an educational guide, or a personal vlog, using these techniques is essential to the success of your project.

6.5 Optimizing Video for Different Platforms

In the digital age, it is crucial that your video is tailored and optimized for different platforms. Each platform has its own specific requirements, audience, and characteristics, so it is important to understand how to adapt your video for each of them.

6.5.1 Aspect Ratio and Orientation

Before you start optimizing, it is important to understand which platform you are optimizing for. Is it a social network like Facebook or Instagram? Is it a website or a blog? Or maybe YouTube or Vimeo? Each platform has its own requirements in terms of file size, aspect ratio, quality, and duration.

6.5.2 Understanding your target platform

Vertical: Platforms like Instagram Stories or Snapchat require vertical videos. This ratio is typically 9:16.

Square: Square videos (1:1) are popular on platforms like Instagram and Facebook.

Horizontal: The classic 16:9 ratio is best for platforms like YouTube, Vimeo, and most websites.

6.5.3 Quality and file size

Most platforms have file size limits. This means you may need to reduce the quality of your video or use compression to meet the requirements. However, it's important to make sure that the video is still of high enough quality that it doesn't lose its clarity and professionalism.

6.5.4 Video Length

Each platform has limitations on length:

- **Instagram:** up to 60 seconds for regular posts, up to 15 seconds for stories, and up to 10 minutes for IGTV.
- **Twitter:** up to 2 minutes and 20 seconds.
- **Facebook:** it is recommended that videos be less than 2 minutes, although the platform supports longer videos.
- **YouTube:** no real limit, but for most content it is recommended that they do not exceed 15 minutes.

6.5.5 Adding subtitles

Many people watch videos on mobile devices without sound, so adding subtitles is essential for accessibility and understanding of the content.

6.5.6 SEO and Metadata

For platforms like YouTube, search engine optimization (SEO) is crucial. This includes adding relevant keywords, descriptions, titles, and tags to help your video reach a wider audience.

6.5.7 Tailoring Your Content to Your Audience

Each platform has its own audience. TikTok is popular with younger generations, while LinkedIn is more business oriented. Tailor the tone, content, and style of your video to the platform's audience.

6.5.8 Testing and Adapting

After you publish your video, track its performance. Use analytics and audience feedback to determine what's working and what's not and adjust your strategy accordingly.

Optimizing your video for different platforms is crucial in today's digital world. By understanding the specifics of each platform and adapting your video to those requirements, you can ensure that your content reaches the right audience and has the greatest possible impact.

7 Conclusion

Video production is a complex and multifaceted process that requires an understanding of many techniques and tools. From the basics of shooting, composition, lighting, and sound to advanced editing techniques, graphics, and optimization for different platforms, each step in the process plays a role in creating an effective and engaging video. In the digital age where video content is ubiquitous, it is crucial for content creators to understand and master these skills. Whether you are creating a promotional video, an educational guide, or a personal vlog, using these techniques and tools is essential to the success of your project. In a world where competition is increasing, continuous education, adaptation, and innovation are the keys to standing out and connecting with your audience.

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