YouTubing for the SCA

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https://www.youtube.com/@learnfiore

Class Overview

- Introduction
- Planning a video
- Video Gear – Hardware & Software
- YouTube specifics
- Non-YouTube outlets
- Conclusion

Introduction: Who am I?

- 35-ish year SCA member
- This is the latest in my series of classes on tech in the SCA
  - Photography, websites, QR codes, digital business cards, etc.
  - Videos on Learn Fiore YouTube channel "Other SCA Topics"
  - Articles at baronllwyd.org/articles
- Created "Learn Fiore" YouTube channel in Mar 2016
  - Focused on historic combat system published in 1409
  - About 225 subscribers
  - About 45 videos
- 3 Fiore classes upcoming today
  - Longsword in the Drachenwald session, 10:30AM US EST
  - 2 on Dagger during the Atlantian session, 2/3:30PM US EST

You need 100,000 subscribers to get a metal plaque. I made this sharpie on a post-it image to celebrate having 225!

Introduction: Why Video?

- Capture live performances that are hard to convey in static images or words
- Document arts that don't produce a physical artifact
- Show up-close details and techniques
- Record online classes for later audiences
- Add another outlet to connect to more people
  - People like to learn in different ways

YouTubing for SCA A&S
Class Outline

Intro
Learn Fiore channel: Mar 2016, 160+ subscribers, 40+ videos
Why video?
Capture live performances that are hard to convey in static images or words
Document arts that don't produce a physical artifact
Show up close details and techniques
Add another outlet to connect to more people in a different way. People like to learn in different ways.

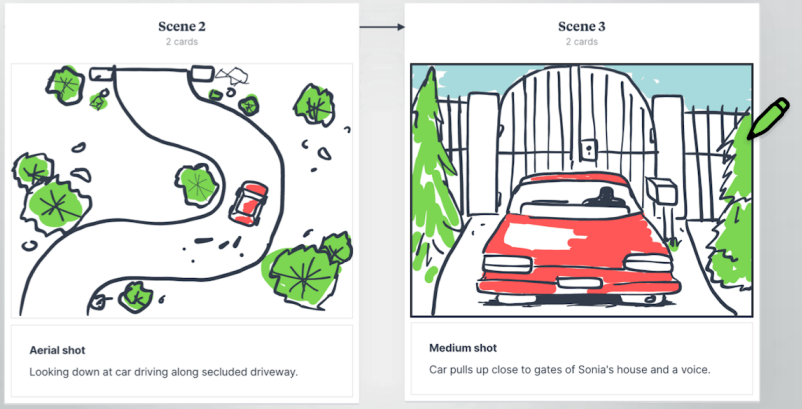
Planning a video
Make a plan
What, where, how, why?
An outline, script, shot list, even storyboards can help depending on complexity
Milanote has a free storyboard template https://milanote.com/
Plan an intro, a body, and a conclusion
Music
You can find some royalty free music on YouTube or Creative Commons but medieval music is limited
Pond5 is pay per song. There are subscriptions available too such as artlist.io and Epidemic Sound
I used a music tracker program called Music Maker EDM to make my title music
Packing Lists
Costuming, props, tools?
List of needed filming hardware - charge all the batteries and bring extras
Copyright & Citations
Citations - reference your sources, link to your website for more information
Copyright - know the copyright permissions of any museum collection images you use
https://www.youtube.com/watch?v=6ooMUHqbgg
Choose your location
Simple, non-distracting, background with limited outside noise - avoid highway or other busy location
Good lighting of the teachers and the things being demonstrated
Choose a time
Coordinate with any needed assistants to be available to help
Is the sound and lighting good at that time?
"A" roll Your main story
"B" roll Close-ups or other short scenes that are filmed seperately and that you cut to
Image from your documentation
Close up of your hands performing an action
Shooting your video
Verify that you are getting good video and sound before filming very much. You can play back some test footage, watch the sound level bars move, and make sure that the camera is in focus and set to the modes (video/still, SD/HD/4K, etc.) that you want. This can be difficult with bright sun and a noisy area. If possible, have a small monitor and a set of headphones. I have on several occasions ended up with missing footage and/or no sound.

Planning a Video

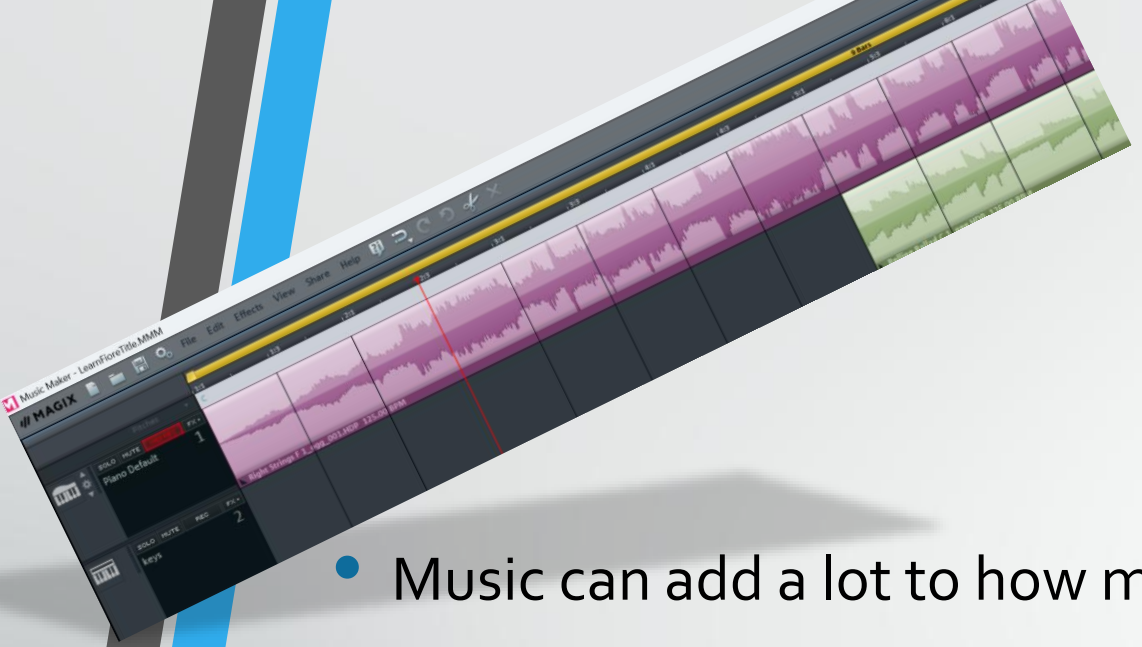
Planning a Video

Make a Plan

- Decide on the what, where, how, and why of your video
- Plan can be an outline, script, shot list, or storyboards depending on video complexity.
  - https://milanote.com/ has a free storyboard template
- Plan an intro, a body, and a conclusion



Demo Milanote storyboard



Planning a Video

Music

- Music can add a lot to how much people enjoy your video
- **Don't use unlicensed music**; your video and/or channel will get deleted
- YouTube and Creative Commons royalty free music is available but medieval music is very limited
- Paid sources: Pond 5, artlist.io, Epidemic Sound
- I used a music tracker program called Music Maker EDM for my title music

Planning a Video

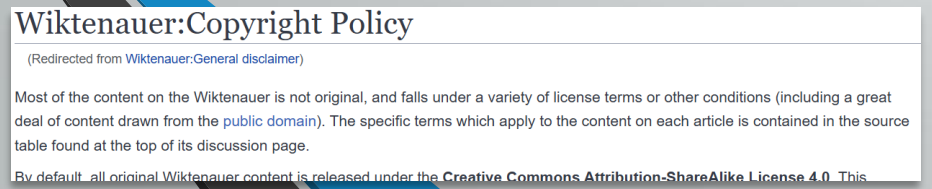
Packing Lists

- What costuming, props or tools do you need?
- What hardware do you need to perform the shoot?
  - Charge all the batteries and bring extras!
  - A lot of gear can use a cell phone recharging battery in a pinch. Bring one and cables!

Planning a video

Citations & Copyrights

- Reference your sources
- Link to your website for more information
- Know the copyright permissions of any museum collection images you use
- YouTube talks about copyright: https://www.youtube.com/watch?v=6pgMtJHg9gg



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(Redirected from Wiktenauer:General disclaimer)

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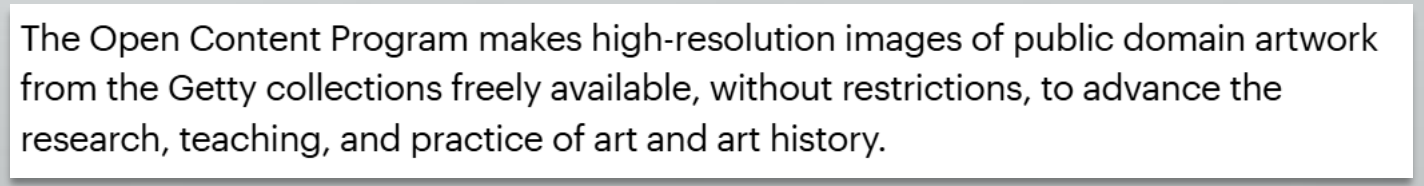


The Open Content Program makes high-resolution images of public domain artwork from the Getty collections freely available, without restrictions, to advance the research, teaching, and practice of art and art history.

Planning a video

Location

- Indoor or outdoor?
- Simple, non-distracting, background with limited outside noise
  - avoid highway or other busy location
- Good lighting of the teachers and the things being demonstrated

Planning a video

Choose a Time

- Are the sound and lighting good at that time?
- Can any needed assistants be available to help?
- Do you have enough time for your shoot?
  - Allow at least four times your final planned video run length to shoot.

Planning a video

“A” and “B” roll

- “A” roll
  - Your main story
- “B” roll – make a list!
  - Close-ups or other short scenes that are filmed separately and that you cut to
  - Image from your documentation
  - Close up of your hands performing an action
  - Long distance “establishing” shots showing context of scene

Planning a video

Verify your video and sound while shooting

- Play back some test footage
- Watch the sound level bars move
- Check focus
- Check mode settings (video/still, SD/HD/4K, etc.)
- May be difficult in bright sun and noisy area
- If possible, have a small monitor and a set of headphones
- I have on several occasions ended up with missing footage and/or bad sound

Video Gear

Hardware & Software

Video Gear

Hardware

- Cell phones are fine for starting out
- Early Learn Fiore videos were shot on an Android tablet on a tripod
- Computer webcams can work, but laptop-built-in models are not great
- A tripod or gimbal is strongly recommended to avoid giving your viewers sea sickness

Video Gear

Monopods & Tripods

Top to bottom: Video tripod, Still tripod, Monopod
Video tripods can smoothly pan/tilt, photo tripods do not

Video Gear

Gimbals

Blogging camera with built-in gimbal (DJI Pocket 2)
Handle for a 35mm-style camera gimbal (Feiyu A2000)
Handle for a cell phone (DJI Osmo Mobile 6)

Video Gear

Hardware Upgrades: Cameras

- 35mm-style digital camera with swappable lenses
- Special purpose cameras
  - Second, old, cell phone to show another angle, e.g. pointing down to show hand work
  - GoPro style camera for first person action shots
  - A monopod with a lightweight camera can be used to do crane or drone style shots
  - Drone

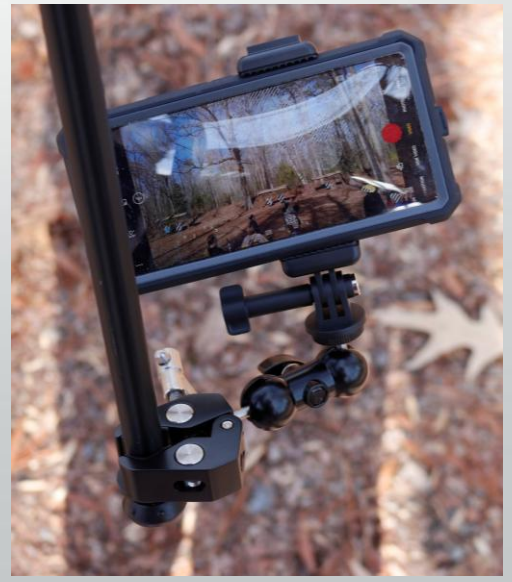
Video Gear

My Cameras (1 of 2)

DJI Pocket 2 Gimbal Camera

GoPro Knockoff

DJI Pocket 2 on monopod with cellphone displaying camera output and controlling recording over wifi



Video Gear

My Cameras (2 of 2)

Cheap $45 Drone

Canon R8 Mirrorless Full-frame Camera

5.5” high-brightness monitor for use outdoors

Shotgun mic with “dead cat” windscreen

Video Gear

Hardware Upgrades: Sound

- Bad sound can make a video unwatchable
- A camera's built-in mic can be ok, depending on filming location and distance
- Wired shotgun mic – optional windshield
- Wired desktop mic
- Wireless lavalier mics add more flexibility
- During editing adjust sound levels to be similar throughout video

Video Gear

My Microphones

Wired desk microphone for online classes

Wired shotgun mics with wind protection for camera and for cellphone/tablet

DJI wireless mic set with optional wired lapel extension

Video Gear

Hardware Upgrades: Other

- Lights
  - Reflectors
- Backdrops

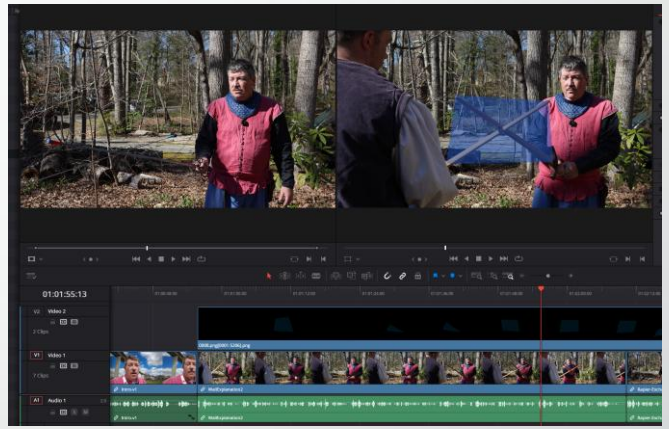
Video Gear

Software Upgrades: Recording Live Streams

- Zoom
- OBS Studio - https://obsproject.com/
  - "How to Spiff Up Online Classes for Little or No Money": https://youtu.be/epE1dKTwkcU?si=_Slr3SzRYtQSj3ac
- Other streaming software

Video Gear

Software Upgrades: Editing



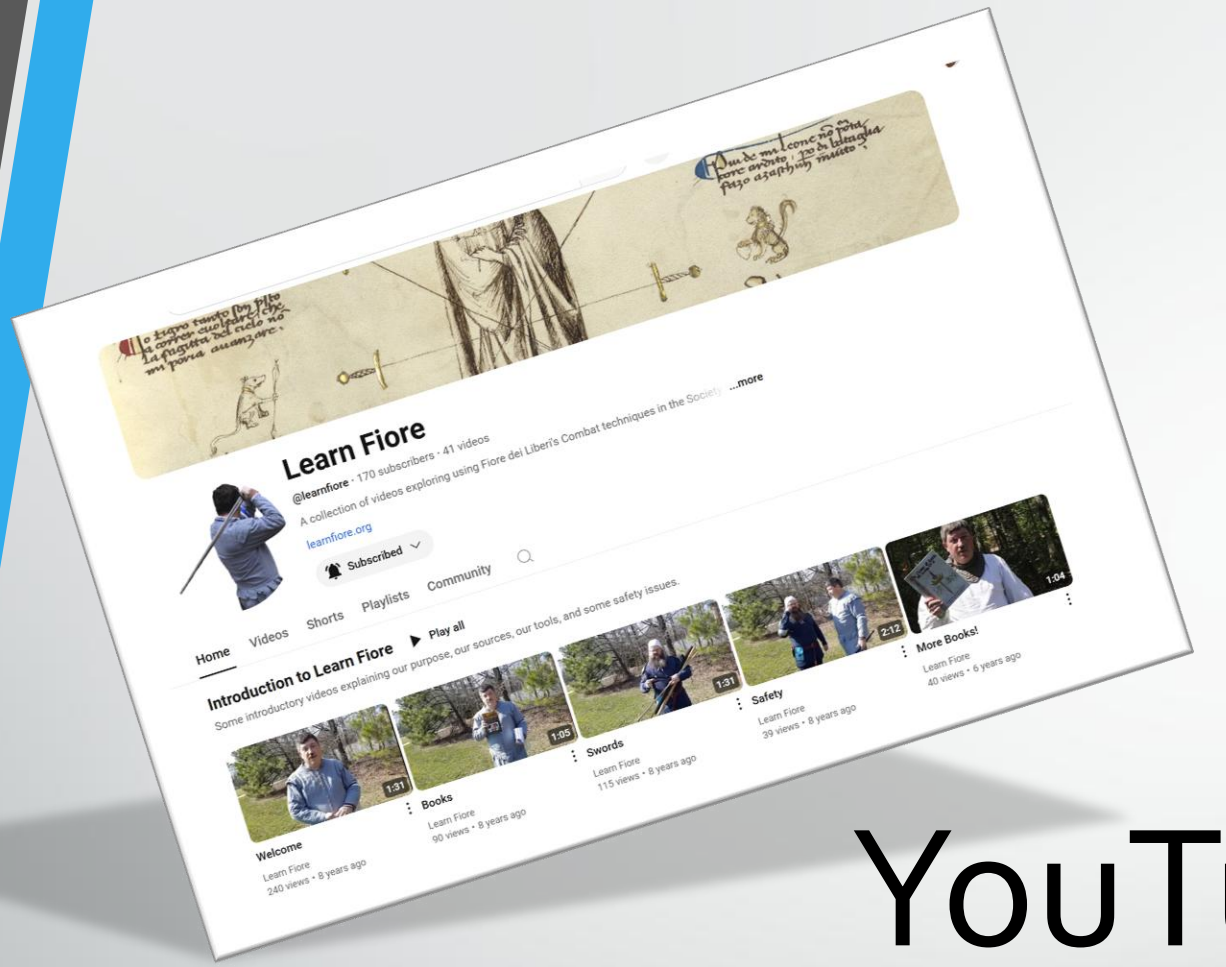
- Paid subscription: Adobe Premier & After Effects ($23/mo each, $60/mo for all their apps)
- Free Mac: iMovie
- Free Windows, Mac, Linux: **DaVinci Resolve**
  - Editing, sound mixing, lighting/color correction, compositing, etc.
  - $295 optional one-time purchase for a few more features or "free" with hardware purchase
- Dozens of other less expensive, simpler, less powerful options
  - Adobe Premier Elements (~$100 for a 3-year license)

Video Gear

Software Upgrades: Other

- Blender: Free 3-D rendering program for special effects
  - See the wall effect in my video: https://youtu.be/fr4tMXaLKQM?si=_AzIoxbyIfp-ed9_
- Procreate and Procreate Dreams are graphic and animation programs for iPad, each costing $10 USD
- Free templates: Canva and many others

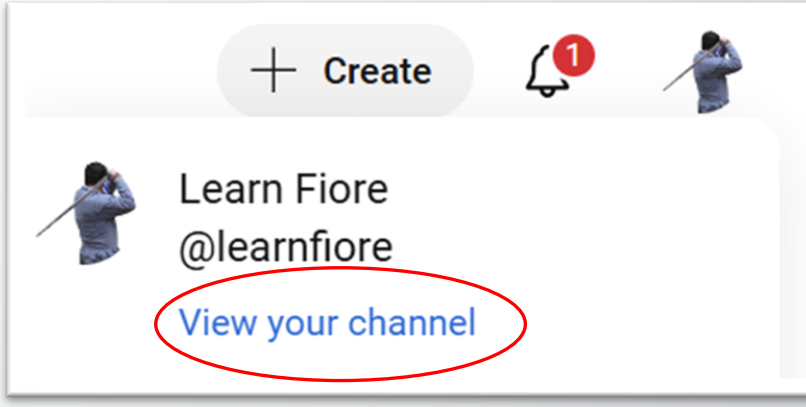
"Wall" special effect made with Blender



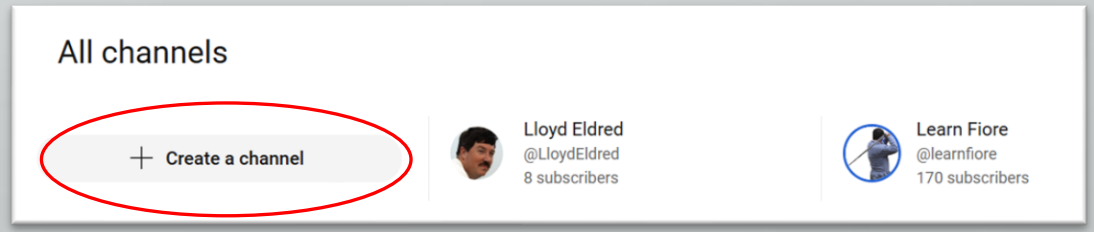
YouTube Specifics

YouTube specifics

Creating a Channel



- Create or use an existing Google account
- Log into YouTube with that account
- Click image in the upper rightmost corner to pull-down a menu
- Select “create” or “view” – you can have multiple channels
- Choose a good channel name
- People can access your channel by https://youtube.com/@channelname
- YouTube has a lot of good information for content creators. They want you to succeed so they make money.



YouTube specifics

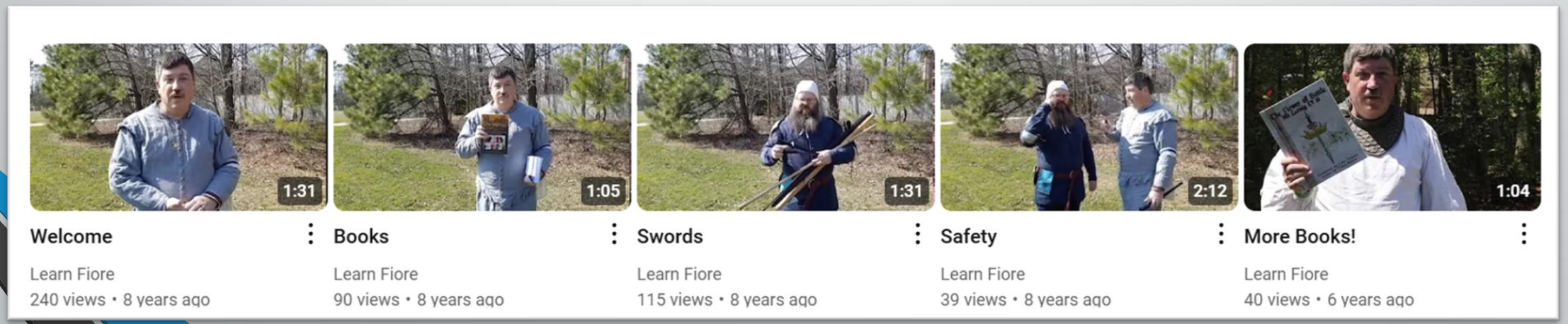
Intro, Outro, & End Screen

- Intro scene: “Welcome to the channel, here’s the topic of this video”
- Outro scene: “Please like, subscribe, & comment”
- YouTube End Screen: 20 second end slide with links to subscribe or watch another video
- My end screen uses a free template from Canva
- End screen & mid video links are configured in the YouTube editor

YouTube specifics:

Thumbnails

- Still image shown for each video on the main YouTube interface
- Can make a huge difference in people choosing to watch the video!
- Default is a still frame from the video, which you can pick



YouTube specifics

Thumbnails: Improvement #1

- Can upload a 1280 x 720 pixel image of your choice
- Pose a still shot and take a picture separate from your video

YouTube specifics

Thumbnails: Improvement #2

- Add text to the thumbnail
- Watch your font, size, text colors, and text effects
- Is it easy to read?

YouTube specifics

Thumbnails: Graphics?

- Add graphic elements

YouTube specifics

Thumbnails: Clickbait

- Clickbait
  - "You won't believe this shocking result!"
  - Shocked Pikachu expression on host
- Tacky and can annoy viewers
- Unfortunately, can be effective

YouTube specifics

Thumbnails: What worked?

Video	Date ↓	Views
Feints and Multi-Intention Attacks In combat, what is a feint? Why should you never throw a truly false attack? How can you string...	Sep 16, 2024 Published	65
What is a Chess Drill? The chess drill is an unarmored combat drill where a pair of fighters take turns moving. The...	Sep 12, 2024 Published	50
Visualizing The Wall This video explains a visualization technique called "the wall." It is intended to help a fencer...	Mar 27, 2024 Published	111
Introduction to Italian Longsword for the SCA This video is a live recording of an online class covering the Fiore's plays for longsword from th...	Feb 18, 2024 Published	158
Fiore's Sword in Two Hands This video is a live recording of an online class covering the Fiore's plays for the sword in two...	Feb 18, 2024 Published	94

YouTube specifics

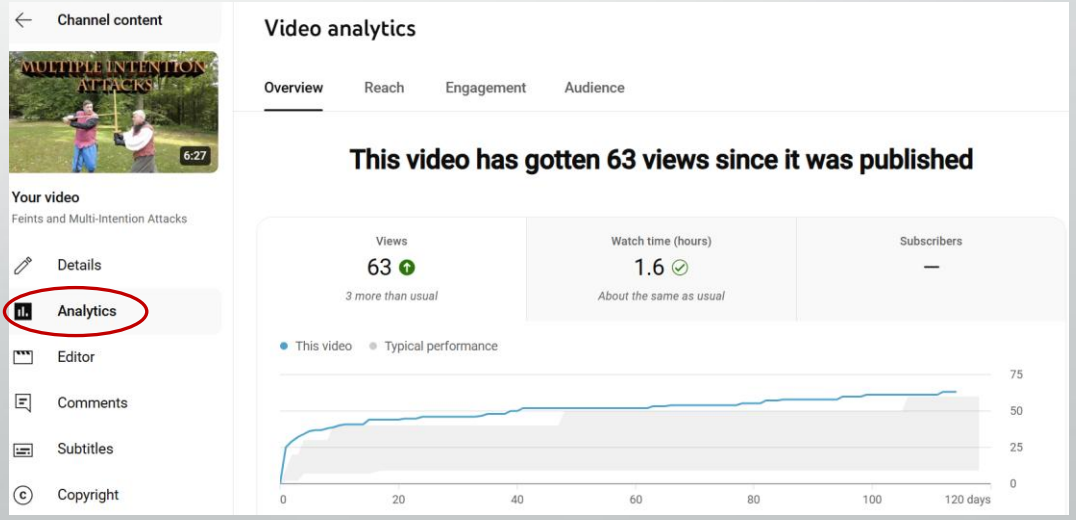
Thumbnails: Other Improvements?

- Take a look at the thumbnails in your viewing history.
- What do they have in common that got you to click on them?
  - Can you copy some of those approaches?
- You can actually upload 3 different thumbnails per video.
  - YouTube will randomize what people see for a while and then lock in the one with the most clicks.

YouTube specifics

Analytics

- YouTube offers a lot of data on your channel and on individual video performance that they call "analytics".
- You can use them to learn what parts of your approach are working and when your audience is clicking away.



YouTube specifics

Monetization

- You can get paid for people watching your YouTube videos!
- Eligibility:
  - Get 1,000 subscribers with 4,000 valid public watch hours in the last 12 months, or
  - Get 1,000 subscribers with 10 million valid public Shorts views in the last 90 days.
  - Source: https://support.google.com/youtube/answer/72851?hl=en

YouTube specifics

Monetization

- Income: 1-3 cents per view from YouTube depending on length
- Fame and fortune are possible, but very unlikely
  - Some people make a living from this, but it is very much the exception
  - Do the math for one of your favorite YouTubers.
    - #videos/week * #typical views * $0.02 – production expenses = weekly income from YouTube

YouTube specifics

Other Sources of Income

- Patreon/YouTube membership - monthly payment from fans
- Ko-fi offers one-time donations, memberships, and sales
- Merch - sell t-shirts, hats, etc.
- Affiliate links - get a cut of sales from people who follow your links to Amazon, etc.
- Sponsorship - put an ad in the middle of your video

Other Video Outlets

- Vertical format short videos
  - TikTok: 3 sec – 60 minutes (average is 43 seconds)
  - YouTube shorts: up to 3 minutes long
  - Instagram reels: up to 3 minutes long
  - Facebook reels: 3-90 seconds long
- Facebook videos – longer form up to 240 minutes

Conclusions

- YouTube is another outlet for sharing your SCA interests
- Making a good video takes planning
- Good videos are possible with gear you already own and free software
- Reaching an audience on YouTube takes patience and some additional trial and error
- Do it for the sharing of something you enjoy not for the very small chance of fame and/or fortune.
- Be prepared for comments from trolls which you can delete and/or block
- These slides are available at baronllwyd.org and the recorded video of a previous session is available at https://www.youtube.com/@learnfiore