



# YouTubing for the SCA



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

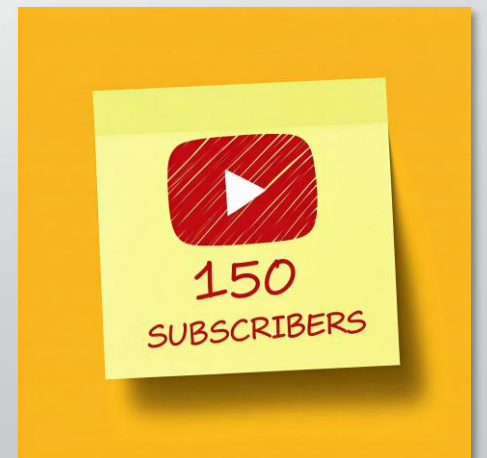
# Class Overview

- 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.
- Created "Learn Fiore" YouTube channel in Mar 2016
  - Focused on historic combat system published in 1409
  - About 170 subscribers
  - About 40 videos



You need 100,000 subscribers to get a metal plaque. I made this sharpie on a post-it image to celebrate having 150!



# 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

YouTube for SCA &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 and share details and techniques  
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/>

#### Music

You can find some royalty free music on YouTube or Creative Commons but medieval music is limited  
Pond's is pay per song. There are subscriptions available too such as artist.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 - reference your sources, link to your website for more information  
Citations - know the copyright permissions of any museum collection images you use  
<https://www.youtube.com/watch?v=5p5mUjhg50c>

#### 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  
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 separately and that you cut to  
Image from your documentation  
Close up of your hands performing an action  
Close up of you 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/LK, 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.

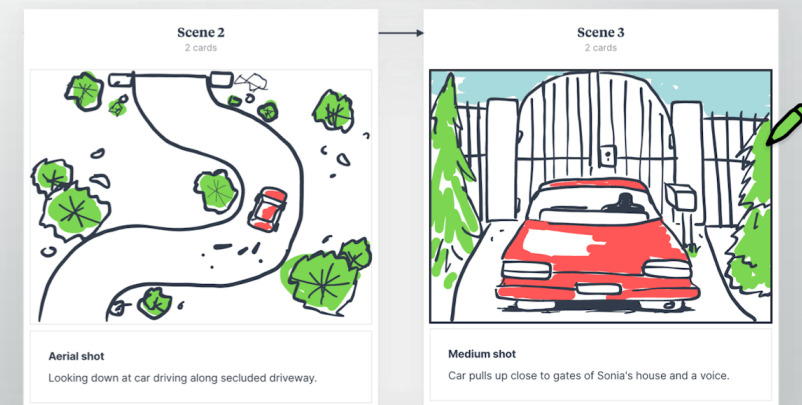
# Planning a Video



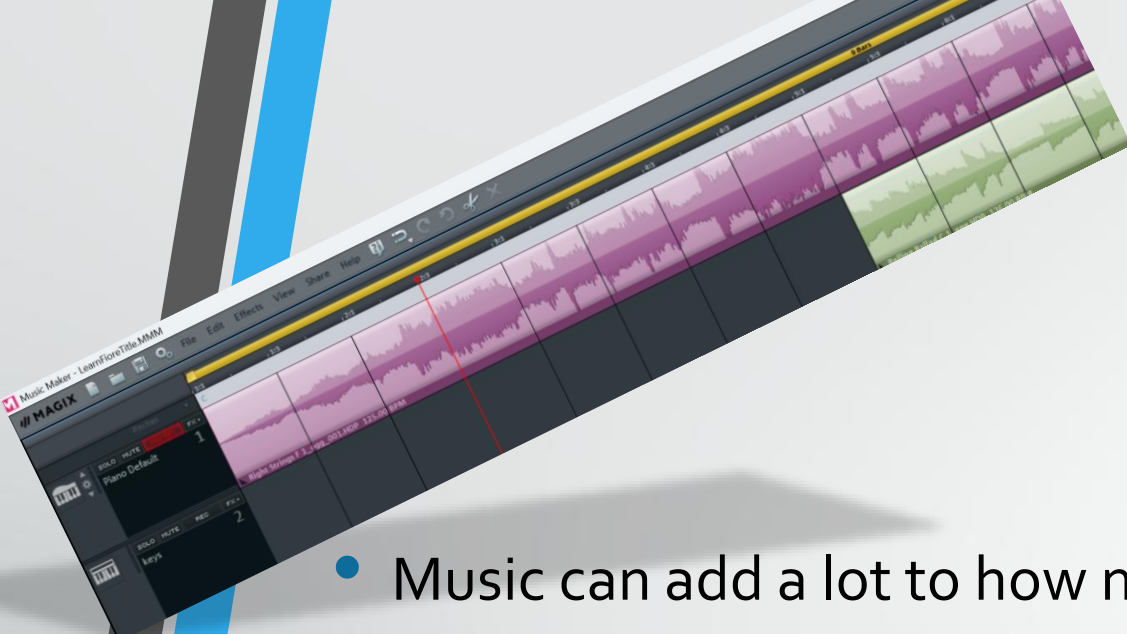
# Planning a Video

## 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, artist.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 a cable!



# 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>

### Wiktenauer:Copyright Policy

(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



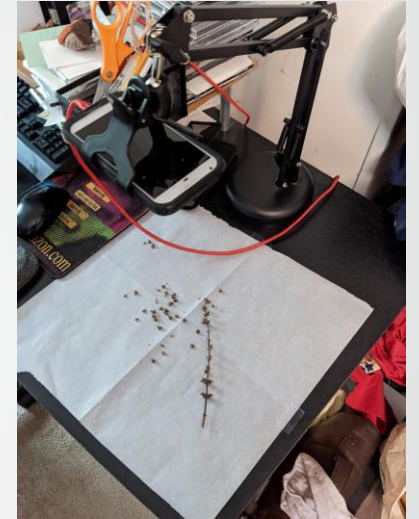
Top to bottom: Video tripod, Still tripod, Monopod  
Video tripods can smoothly pan/tilt, photo tripods do not



## Video Gear

# 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
- Gimbals – rotate to stabilize and damp out movement
  - Gimbal handle for your phone or other camera for moving shots
  - Blogging camera with built in gimbal, e.g. DJI Pocket series



## Video Gear Gimbals



Blogging camera with built-in gimbal  
Handle for part of a 35mm-style camera gimbal

## 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](https://youtu.be/epE1dKTwkcU?si=_Slr3SzRYtQSj3ac)
- Other streaming software



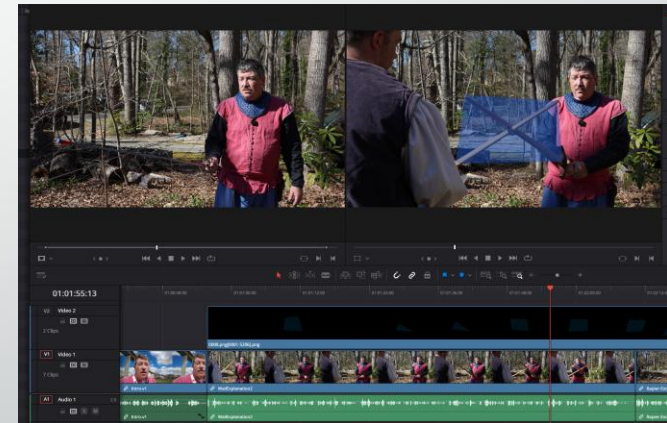




Video Gear

# 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
- Dozens of other less expensive, simpler, less powerful options
  - Adobe Premier Elements (~\$100 for a 3-year license)



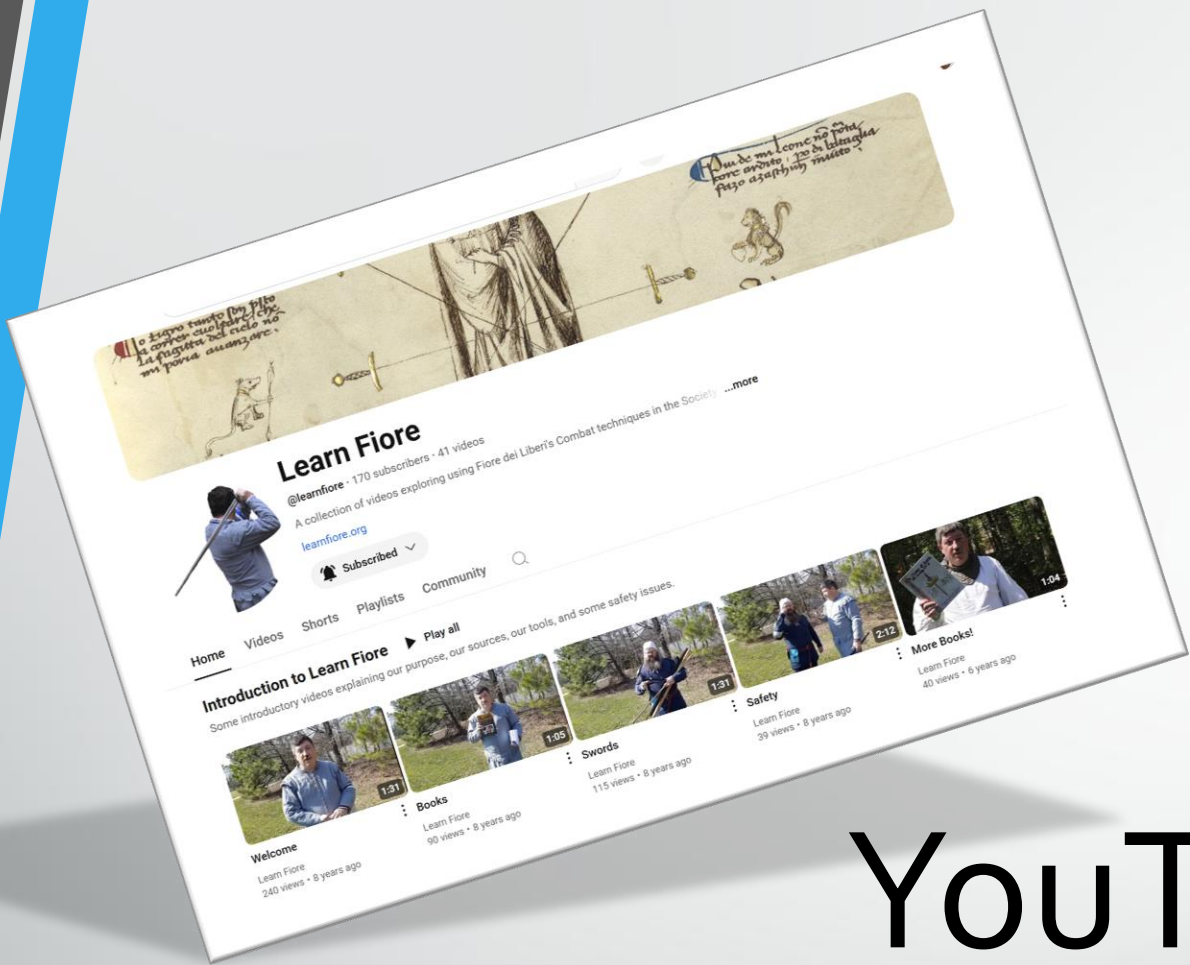
Video Gear

# Software Upgrades: Other

- Blender: Free 3-D rendering program for special effects
  - See the wall effect in my video: <https://youtu.be/fr4tMXaLKQM?si=Azloxbylfp-edg>
- 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

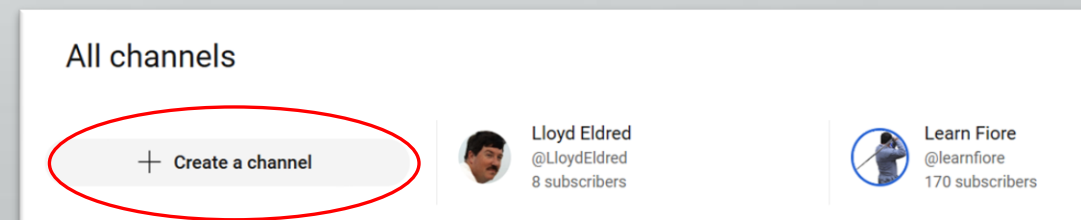
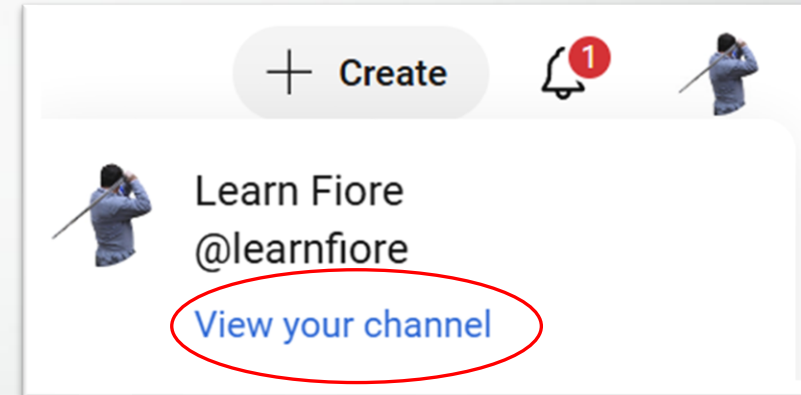


# YouTube Specifics

## 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



**Welcome**

Learn Fiore  
240 views • 8 years ago



⋮ **Books**

Learn Fiore  
90 views • 8 years ago



⋮ **Swords**

Learn Fiore  
115 views • 8 years ago



⋮ **Safety**

Learn Fiore  
39 views • 8 years ago



⋮ **More Books!** ⋮

Learn Fiore  
40 views • 6 years ago

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?

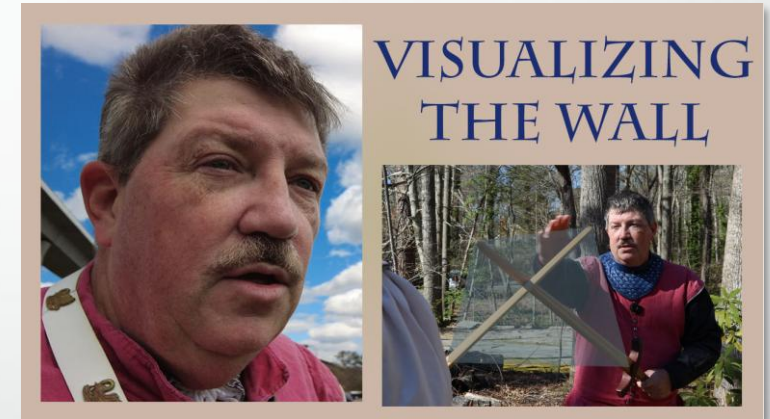




YouTube specifics

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

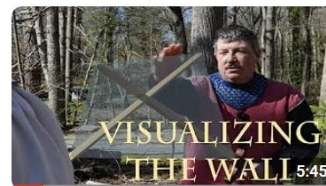
YouTube specifics

# 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.

## Watch history

Today



Visualizing The Wall

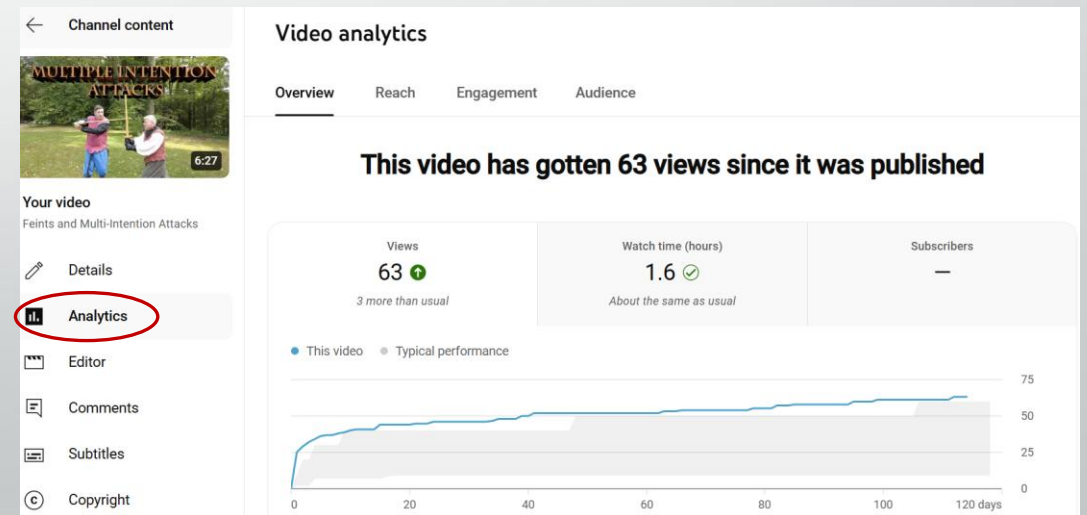
Learn Fiore • 111 views

This video explains a visualization technique called "the wall." It is intended to help a fencer build a mental model of how swords can...

## 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.
    - $\# \text{videos/week} * \# \text{typical views} * \$0.02 - \text{production expenses} = \text{weekly income from YouTube}$

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](http://baronllwyd.org) and the recorded video will be posted to <https://www.youtube.com/@learnfiore>