

MAY 2023, v1.1.2

# VIDEO CREATION GUIDE

THRIVE

# Contents


**Part 1: About Thrive Videos** **3**

About THRIVE Podcasts / Resources 4

**Part 2: After Effects Overlays** **5**

2.1: IntroTitle_Template 6

2.2: Topic_Template 7

2.3: Overlay_Both_Template 8

2.4: Overlay_Left_Template 9

2.5: Webinar Q&A Overlays 10

2.6: Assembling a Video in After Effects 12

**Part 3: Podcast Assembly** **14**

3.1: Import intros, outros and overlays 14

3.2: Look over the video, split up each person's audio 15

3.3: Cut out audio errors, ums and ahs, and trim to less than 40 minutes 16

3.4: Add intros, outros and overlays 18

3.5: Add topic overlay and finishing touches 22

**Part 4: Rendering and Final Checks** **24**

4.1: PODCAST VIDEOS: Getting Approval From Interviewees 27

**Part 5: Uploading** **28**

APPENDIX: Creating a Webinar Intro 28

# Part 1: About THRIVE Videos

> **NOTE:** This guide depends on the Adobe After Effects and Premiere Pro programs. If everyone uses these programs, it will be easier to share files between each other.
>
> The intros need After Effects to edit. If you do not have this program, you will need to ask someone who does have it to make the intros.
>
> We normally assemble the videos with Premiere Pro. If you don't have Premiere Pro to edit the videos with, you may import the template files into your program. Aim to follow the instructions with that program's equivalent functions.

We use video across our social media (including our YouTube channel) to spread the message of thrivability and engage our audiences. For this to work, our videos need to be consistent.

To this end, we've created template introductions and outros (ending shots) to be used in all our YouTube videos.

This guide is designed for experienced video creators to create videos that conform to our THRIVE brand. Use this guide for video podcasts, webinars (including videos for each presentation and Q&A session), and any other video content.

**To get started,** our video creation template can be found here. Download the folder here: https://drive.google.com/drive/folders/1aMGf84OLUj3WAqGGY7Qk74wIBDcyEkTK?usp=share_link
Rename the folder "(day-month-year)_(TypeOfVideo)_NameOfVideo"

**After this,** download the latest episode's footage from here, and add it to the "Save Footage Here" folder.

> **NOTE:** For podcasts, recordings should be made according to the recording dates in this spreadsheet: https://docs.google.com/spreadsheets/d/13dhFIbWPniZOQHIifoVQcdLDkJw1TmGEPJDeLhJrrOo/edit#gid=1294663686

If an episode's footage is missing, please let the #multimedia channel in Slack know.

**For example: 24-02-2022_Webinar_ThrivabilityInTheHome**

# About THRIVE Podcasts / Resources:

We have several video podcasts that we produce for our YouTube and Anchor channels, including “A Thrivable Future”, discussions with thrivability and sustainability experts about the issues that affect our world.

Here is a list of resources for our podcasts:

- Podcast Calendar: https://docs.google.com/spreadsheets/d/13dhFIbWPniZOQHlifoVQcdLDkJw1TmGEPJDeLhJrrOo/edit
- A Thrivable Future - Content Plan: https://docs.google.com/document/d/1K7J67fplDM_8Y1c-yq4pBJhR_Fnu-GkhRYp5KPwpXmg/edit
- A Thrivable Future - Episode Descriptions: https://docs.google.com/document/d/1I_E-aAqyokYfd7wWflMcEjqwVzrUE7tjWX4S2-nIX2I/edit

We also have links to resources for royalty-free footage, images and music:

**Music:**

- Incompetech.com
- Bensound.com
- Pixabay.com/music/
- Uppbeat.io (needs subscription)

**Images:**

- Pexels.com
- Pixabay.com
- Stocksnap.io
- Unsplash.com
- Freepik.com

**Video Footage:**

- Coverr.co
- Freepik.com
- Storyblocks.com (needs subscription)

# Sizes:

Most YouTube videos should be 1920 (pixels wide) x 1080 (pixels high).
Some videos are different sizes, depending on the size of the footage - for instance, many podcast videos are 1280 x 720, as that is the size of their recording files.

These have a ratio of 16:9. For any non-16:9 videos, *these templates do not fit*.

Instagram videos use 4:5 (normal videos), or 9:16 (Instagram stories or reels). These do not need intros or outros.

# Part 2: After Effects - Intros and Overlays

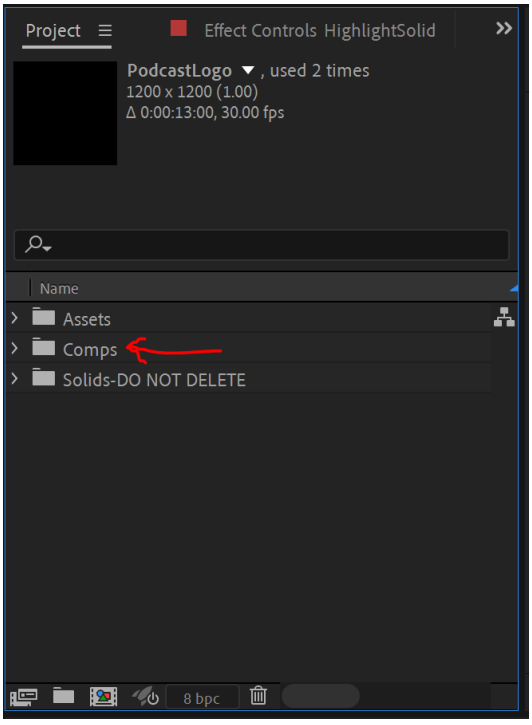
Intros and overlays are crucial to our YouTube content. We use Adobe After Effects for these - the files cannot be converted to any other program.

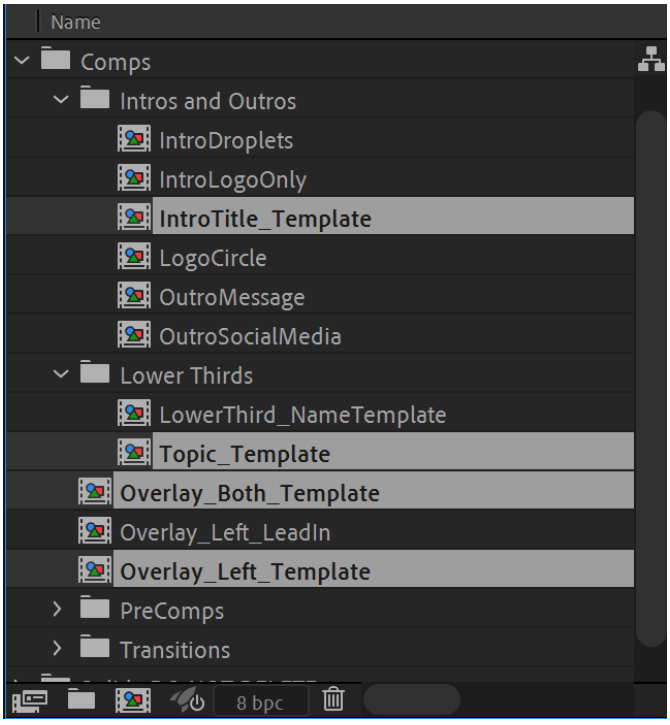
In the 'THRIVE Video Templates' folder, you will find several folders. Depending on the type of video you are making you will pick either:

- **Podcast videos:** THRIVE - AfterEffects_PodcastOverlaysAndIntros
- **Webinar videos:** THRIVE - Webinar Intro Template (use the instructions in the Appendix, seen in this link.)
- **All other videos:** THRIVE - AfterEffects_Intros&LowerThirds [All Other Than Podcasts]

In each, you will find an After Effects (.aep) file. Rename this file
**"THRIVE-(TypeOfVideo)Intros&Overlays-(NameOfVideo).aep"**

**e.g, "THRIVE-Intros&Overlays-ThrivabilityInTheHome.aep"**




**All compositions** you need to change are in the Comps folder in After Effects.

**For podcasts**, you will need to change the four highlighted files (in parts 2.1 - 2.4).

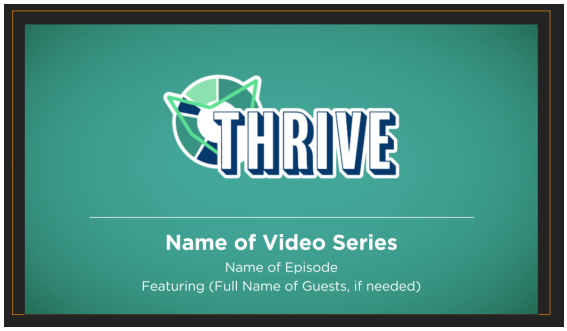
For **all other YouTube videos,** only look at parts 2.1 and 2.6, then skip to part 4, on pg. 22.

For **Instagram reels and other social media videos**, ask the #multimedia team in Slack if you need help, then go to part 4 once you made the video.

## 2.1: IntroTitle_Template:




**Screen near end of podcast intro.**




**Screen near end of non-podcast intro.**

This is the default introduction (or intro) sequence. If you wish to make your own, or improve this one, please speak to the #multimedia team on Slack about the changes you wish to make first.

For the intro, all you need to do is change the details near the end of the composition. To do this:

1. **Rename this composition:** “Intro(TypeOfVideo)_(Title)_v#(how many intros have you made for this project, including this one)”

**For example: IntroPodcast-TitleOfPodcast-v1**

2. Change the red text layers in the timeline to match the details of your video, as follows:

   **NOTE: if text spills into a second line, shrink the text and leading.**

   - **Name of Podcast / Name of Video Series:** This will read the name of the video series, as discussed in the Slack channel for your video project. If you are not sure of this, ask your video series’ Slack channel, or the #multimedia Slack channel.

   - **Episode ##: Title of Podcast, in question form / Name of Episode…**: What is the name of the episode? If there is a sequence of episodes, you may add Episode (number of episode) before the title, i.e:

Episode 01: Thrivability For a Better Tomorrow

- For **podcast videos**, frame the title of the episode in question form - this can help create curiosity in viewers. Topics are listed here: https://docs.google.com/document/d/1I_E-aAqyokYfd7wWflMcEjqwVzrUE7tjWX4S2-nIX2I/edit
  Or here, if it cannot be found: https://docs.google.com/document/d/1K7J67fplDM_8Y1c-yq4pBJhR_Fnu-GkhRYp5KPwpXmg/edit#

- For **webinar videos**, replace the first line with: Month. 20##: Title of Webinar
  *E.g: Dec. 2020: Environmentalism in The Home.*

- **Featuring…:** If there are guests, list their full names. If there are no guests, remove this line.

3. Export the finished composition to the Adobe Media Encoder Queue, and render as is. Save this to the “Save Intros, Outros & Overlays Here” folder, in the root Templates folder.

If you are **making a podcast**, continue below.

Or if you are **making another type of video**, skip to part 2.6.

## 2.2: Topic_Template:




Most of the time, this is visible at the top of podcasts. To make this:

1. **Rename this composition:** “Topic_e(episode number)”

**For example: Topic_e2**

2. Change the red text layer named **“Type the topic here”** from the timeline.It should be:

   **Type the topic here -** The topic of the podcast, i.e: Thrivability in The Home. This should be the same as what you typed in the IntroTitle_Template, excluding “Episode ##:”.

3. Export the finished composition to the Adobe Media Encoder Queue, and render as is. Save this to the “Save Intros, Outros & Overlays Here” folder, in the root Templates folder.

## 2.3: Overlay_Both_Template:




When podcasts start, we usually have both people visible at once.
**NOTE:** If there are more than two people, talk to the #podcast and #multimedia Slack channels about making a new template.
**ALSO NOTE:** If only one camera view exists in the footage, skip this part and go to part 2.4.

To make this:

1. **Rename this composition:** “OverlayBoth_(Title)_e(episode number)_v#(how many have you made for this project, including this one).”

**For example: OverlayBoth_ThrivabilityInTheHome_e2_v1**

2. Change the red text layers named **“Right: Name”** and **“Right: Role”** from the timeline. They should be:

**Right: Name -** Full Name Of Interviewee / the person the host is speaking to, e.g, John Smith.

**Right: Role -** Who they are and who they work for (if they work for someone), e.g, Sustainability Researcher at Thrivable Company.

NOTE: You will need to change **“Left: Name”** if another person is the host.

3. Export the finished composition to the Adobe Media Encoder Queue, and render as is. Save this to the “Save Intros, Outros & Overlays Here” folder, in the root Templates folder.

## 2.4: Overlay_Left_Template:




Most of the time, the screen will look like this. There are three parts:

- **The first 5 seconds:** Interviewee details.
- **The last 4.5 seconds:** Host details.
- **Between 5 and 5.5 seconds:** A transition between the two.

We did this as it ensures you only have to place their details once, and it will update throughout the podcast (as long as you follow the instructions in part 3.4). To make this:

1. **Rename this composition:** “OverlayLeft_(Title)_e(episode number)_v#(how many have you made for this project, including this one).”

**For example: OverlayLeft_ThrivabilityInTheHome_e2_v1**

2. Change the red text layers named “**Left: Name Interviewee**” and “**Left: Role Interviewee**” from the timeline. They should be:

   **Left: Name Interviewee-** Full Name Of Interviewee / the person the host is speaking to, e.g, John Smith.

   **Left: Role Interviewee -** Who they are and who they work for
   (if they work for someone),
   e.g, Sustainability Researcher at Thrivable Company.

**NOTE**: You will need to change **“Left: Name Host”** if another person is the host.

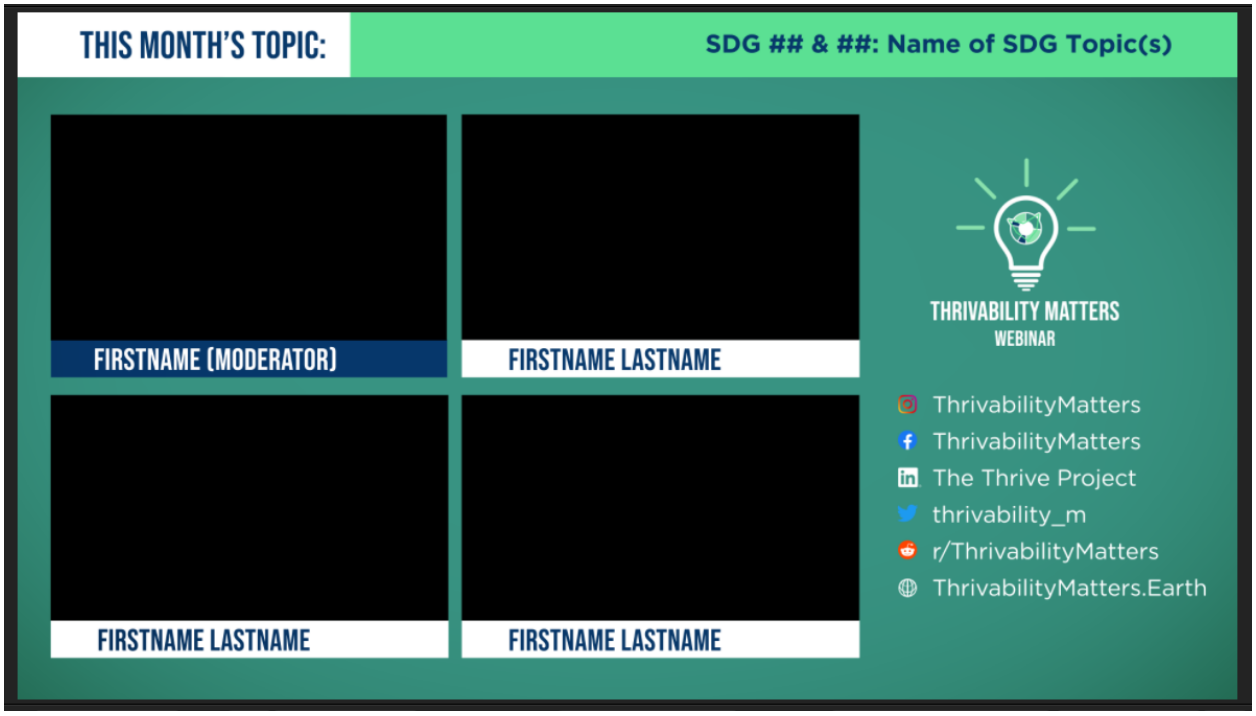
**ALSO NOTE:** If another person is the host, you will need to change the text at the start of the **“Overlay_Left_Host-LeadIn”** composition and export it with this file to the same location.

3. Export the finished composition to the Adobe Media Encoder Queue, and render as is. Save this to the “Save Intros, Outros & Overlays Here” folder, in the root Templates folder.

**NOTE:** The preview may show a weird pattern in the black area. This will be removed in Part 3.4

Once done, skip to Part 3.

## 2.5: Webinar Q&A Overlays:




Webinar Q&A videos use this overlay, showing all the speakers, and the moderator.
To access this, go into the After Effects (.aep) file in the "THRIVE - Webinar Q&A Overlay Template" folder.

To make this:

1. Go to the "Comps" folder in the above After Effects file - pick the correct overlay, based on how many speakers there are:

- **One Speaker:** Overlay_Q&A_OneSpeaker
- **Two Speakers:** Overlay_Q&A_TwoSpeakers
- **Three Speakers:**Overlay_Q&A_ThreeSpeakers

2. **Rename the selected composition:** "OverlayQ&A_SDGs(SDGs)_(Name of SDG Topics)_v#(how many have you made for this project, including this one)."

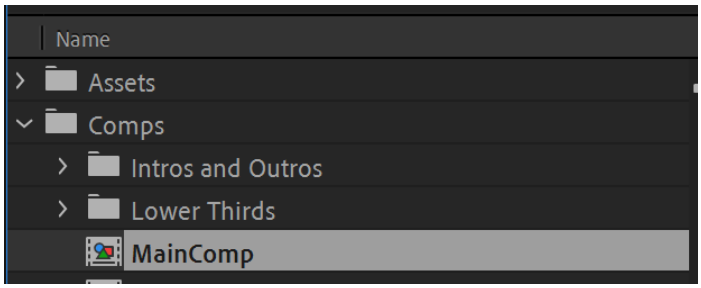
**For example: OverlayQ&A_SDG13_ClimateAction_v1**

3. Change the text layers to add the speaker details and moderator details. Each speaker's full name should go into a white box, while the blue box is for the moderator's first name. **NOTE:** The moderator is the one asking the questions in the video.

4. Open the “Overlay_Topic_Month20##” composition. Change the text to display the SDGs and topic of the webinar. The topics can be seen in this image. The overlay will update with these details.

5. Export the Overlay_Q&A composition to the Adobe Media Encoder Queue, and render as is. Save this to the “Save Intros, Outros & Overlays Here” folder, in the root Templates folder.

## 2.6: Assembling a Video in After Effects




For non-podcast videos, you can make them in After Effects if you find that easier. Otherwise, if you wish to use Premiere Pro (or another program), skip to Part 3.

To do this:

1. Create a new composition in the “Comps” folder called MainComp.



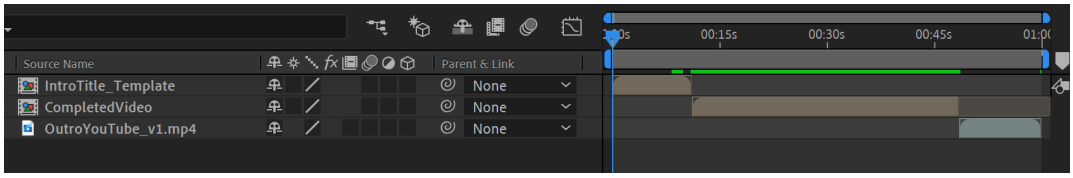

2. Change the length of the video to how long you think it will take. Add a few extra seconds in case you go over this.

3. Create your video between these two points. Leave space for the intro and outro.

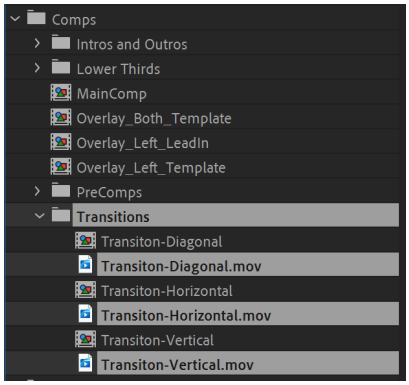
   **NOTE:** You may add lower thirds by selecting “LowerThird_NameTemplate” in the Comps > Lower Thirds folder in After Effects, and replacing the red text layers with your text.

4. Once you are done, drag the intro and outro videos into the “Comps” folder, then insert into MainComp. Both videos should be in the “Save Intros, Outros & Overlays Here” folder.

   The intro should be at the start of your video, and the outro should beat the end, like the example below.



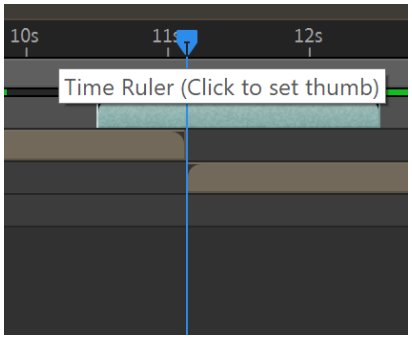

**NOTE:** In After Effects, you may pre-compose your video footage into a single layer by selecting all your layers and right-clicking (and clicking “Pre-Compose”) in the menu.




5. Add transitions between the intro and video, and between the video and the outro. They are in the Transitions folder.

   Make sure that at the frame the intro (or outro) switches to the main video, that the transition completely covers the screen (or is as close as possible to doing this).

   **NOTE:** We commonly use “Transition-Diagonal.mov” between the intro / outro, and the video itself, and “Transition-Horizontal.mov” between any major breaks in the video (i.e, the footage cuts out, or the video switches topics).



6. Check over it to see if there are any issues, e.g, missing footage, flickers or spelling mistakes.

7. Export it to the Adobe Media Encoder Queue, and render. Instructions are in Part 4.

# Part 3: Assembling a video in Premiere Pro

Premiere Pro is the program we usually use to assemble footage, overlays, and other elements into a professional-quality video.

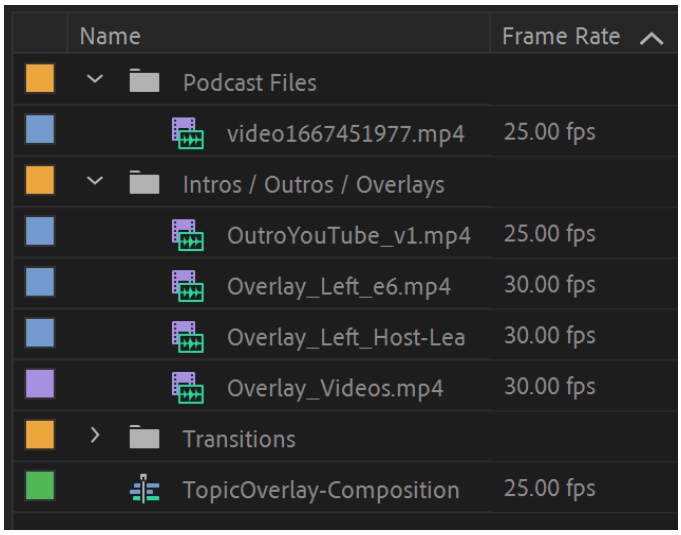
NOTE: Podcasts and webinar Q&A videos have overlays which must be added
For **podcasts**, after you created the overlays, you will need to add them to the podcast recording. This part shows you how to take recorded podcast footage, and make a professional-quality video out of it.

For **all other videos**, see part 2.6.

Toi start putting together a podcast video:

- Go to the **"THRIVE_PremierePro_PodcastAssembly"** folder…
- Then click on the **"THRIVE_PodcastAssembly_Template.prproj"** After Effects file.
- Rename the file **"THRIVE_PodcastAssembly_e(episodenumber).aep"**
  **e.g, "THRIVE-PodcastAssembly-e2.aep"**

## 3.1: Import intros, outros and overlays:



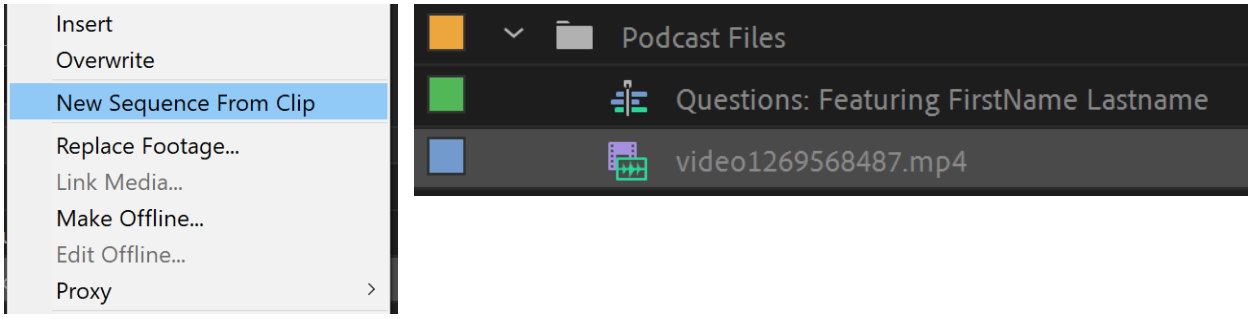

Firstly, you must import your files into the project. To do this:

1. Go to the “THRIVE - PremierePro_VideoAssemblyFiles” folder, and:

    - Download the latest podcast file from the Uploads folder in NextCloud: https://nextcloud.strive2thrive.earth/index.php/apps/files/?dir=/Uploads&fileid=4531
    - Save this in the “Podcast Files” folder, inside the same folder as the Premiere Pro file you just opened.
    - Drag and drop the podcast video file (and only that file) into the “Podcast Files” folder in Premiere.
    - Drag and drop files from “Save Intros, Outros & Overlays Here”, into the “Intros - Outros - Overlays” folder in Premiere Pro.

2. If this is a podcast video, go to section 3.2 below.
Otherwise, edit the footage as needed, then skip to section 3.4.

## 3.2: (Podcast) Look over the video, split up each person's audio.




1. Right-click the video file in "Podcast Files". After this, click on the menu item "New Sequence From Clip".

This will copy the file. Click on the copy and rename it to: "Questions: Featuring (Firstname and Lastname of interviewee), e.g: **Questions: Featuring John Smith**

2. **Trim the start and end of recording.** Cut out any sections before the host introduces the podcast, and after the host and interviewee say their goodbyes (such as the host telling someone to stop recording).

3. **Listen to the audio.** Use the Razor tool to split the video and audio every time the audio switches between the host and interviewee (except when they speak for less than a second, e.g, they say "Yes", "Uh-huh" or any other sounds of agreement).

   *Do not worry about removing audio errors yet*, that comes in the next step.

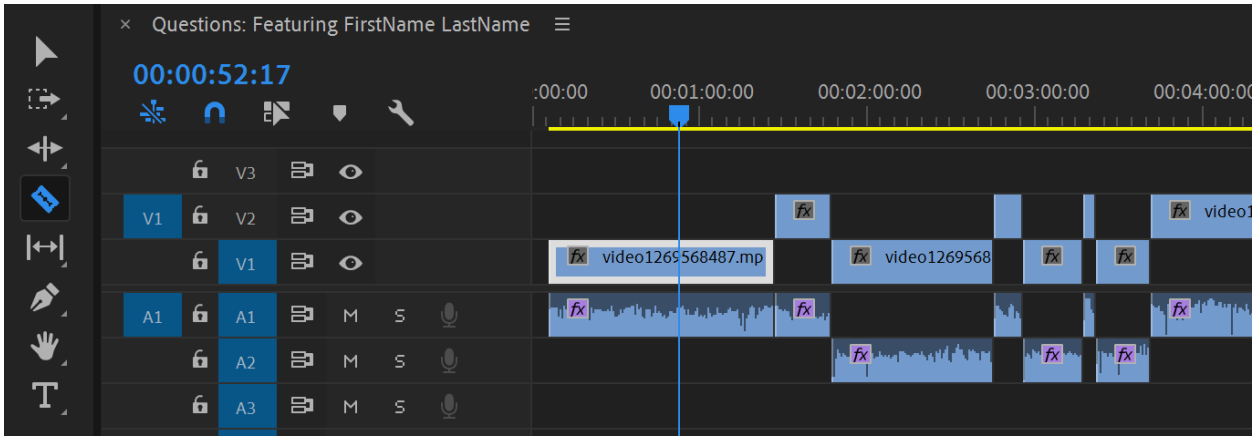
   Place one person's audio in Audio Channel 1. Place the other person's audio in Audio Channel 2.

   Do the same with video. (place one person's video in Channel 1, the other one in channel 2).

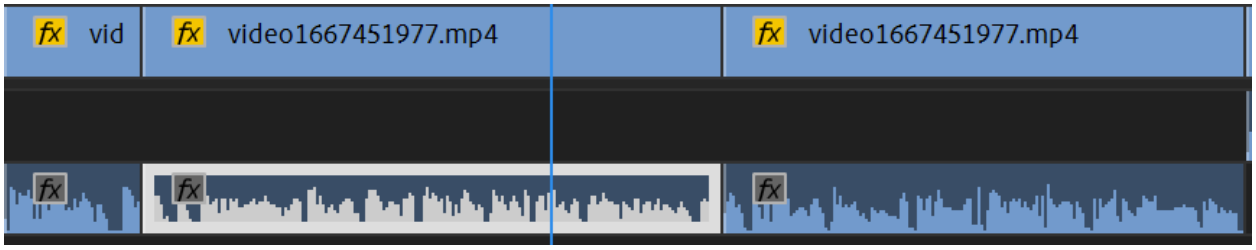
   This will make it easier to keep track of what is being said in the podcast.

**NOTE:** If the recording only has one person visible, cut the video (not the audio) when the camera switches between them.

**ALSO NOTE:** Sometimes, a third person may appear at the start of recordings and disappear. Split the shots at the frame when they disappear. You will need to move them separately in part 3.4.




## 3.3: (Podcast) Cut out audio errors, ums and ahs, and trim video to less than 40 minutes




Ideally, the podcast should be less than 40 minutes - you may need to shorten answers to remove elements that are not useful in answering the question or providing context - you will need to do this, but if you need help on this, feel free to ask someone in the #podcast Slack channel.

To do this:

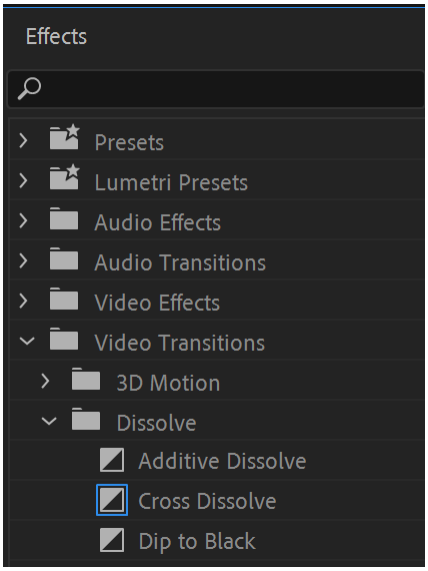
1. **Listen to the audio again.**

   Listen for issues with the audio or speakers' words, and use the Razor tool to split *both their video and audio* from the podcast. Delete them, and drag the next piece of footage back until it snaps onto the previous part. Make sure that there are no gaps in footage.

   Some things to delete include:

   - **Strange noises** in audio.
   - **"Um", "Ah", "sort of", "you know", and anything else that people say when they don't know what to say next.**.

- **Silence** longer than 1 second (shorten this to around 1 second, only remove it appears in the middle of a sentence).
- **Incomplete thoughts or words** (Speakers may say one thing, then move to another topic without finishing what they were going to say. Delete the part before they switch to the other topic).
- **Repeated words.**
- **People repeating things** that have already been said within the last few minutes of the podcast.




As you do this, play back over the parts in between pieces of footage.

If there is sudden movement, go to the "Effects" section and apply a "Cross Dissolve" between the two pieces of footage.

2. Once you do this, check how long the video is. If longer than 40 minutes, **go over each question.**

**Look at this guide to see what the planned topic for each episode is: https://docs.google.com/document/d/1K7J67fplDM_8Y1c-yq4pBJhR_Fnu-GkhRYp5KPwpXmg/edit#heading=h.i2sisvp9189, or see the Resources page if you are not editing an episode for the "A Thrivable Future" series.**

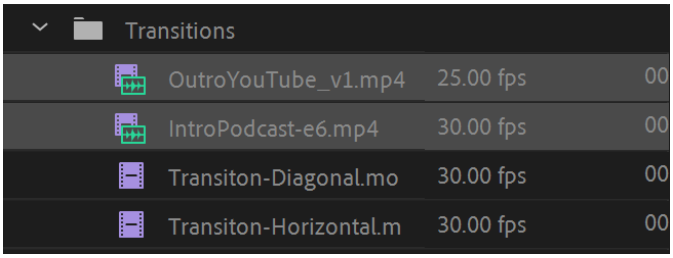
Every time you find a question that does not fit into the topic, create a new sequence with the same settings as the old one (or copy the Questions: Featuring FirstName LastName sequence and delete all the footage in the copy).

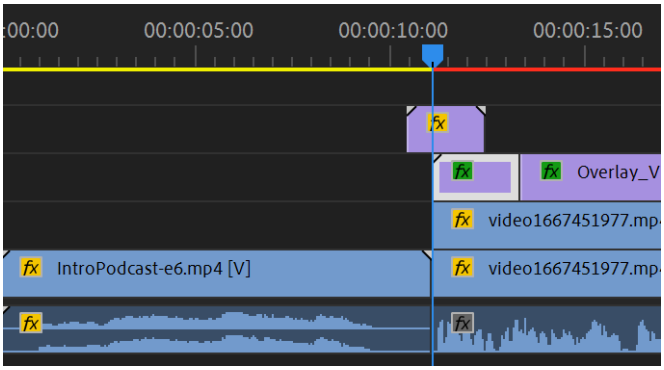
Cut and paste the question and all footage until the next question into this sequence, and rename it "Sequence: (Name of Question)"

Move all footage after this back to fill the space.

Keep doing this until the video is 40 minutes or less.

## 3.4: Add intros, outros and overlays.




Once the video itself is as good as you can make it, you can add everything you made in Part 2. There are a few steps to doing this, so read closely:

1. Add the intro before the video footage.

2. Add the outro after the footage. Remove the first (approximately) 1.5 seconds of the outro video (but not the audio). Outro audio should start playing before the video appears on screen - and transition to the outro video on *the first frame that video appears*.

3. Add relevant overlays to the video, starting at the frame that the intro ends. Place this in the channel above the video footage.
   Make sure the audio does not overwrite existing audio channels - it is not needed.

   Delete the audio channel, then scale this down as needed to make sure it fits
   (in most Podcast videos (1280 x 720), it and the other overlays, intros and outros will fit perfectly at 66.7% size - thus scale them down to this size).

NOTE: If you cannot see the “Effect Controls” tab, press Shift and 5 at the same time, or go into the “Window” menu and click on “Effect Controls”.

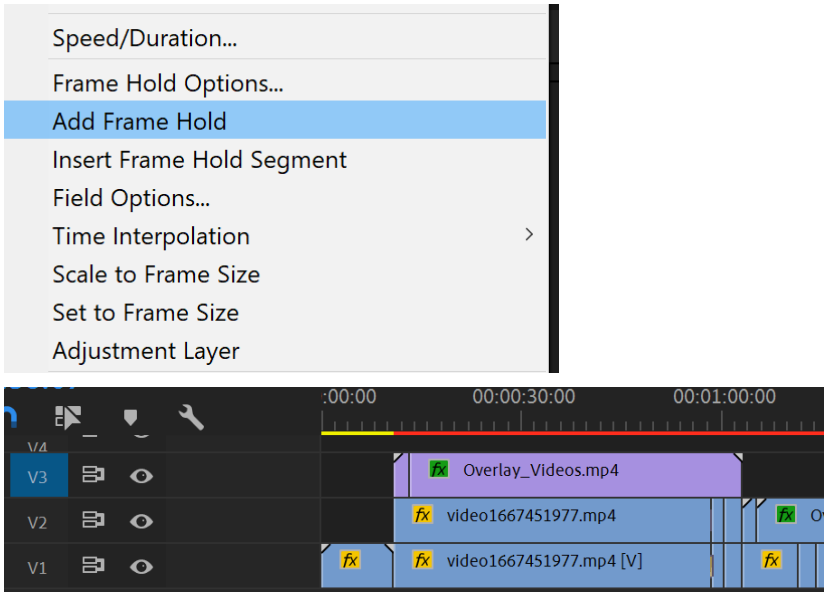
4. Apply “Color Key” effect (Go to the “Effects” menu and search for “Color Key” *(not “Colour Key”).* Drag this effect onto OverlayBoth, and apply the settings in the picture below.

   Set the Key Colour to black. This will let the video appear through it (and make a smoother effect than using masks).



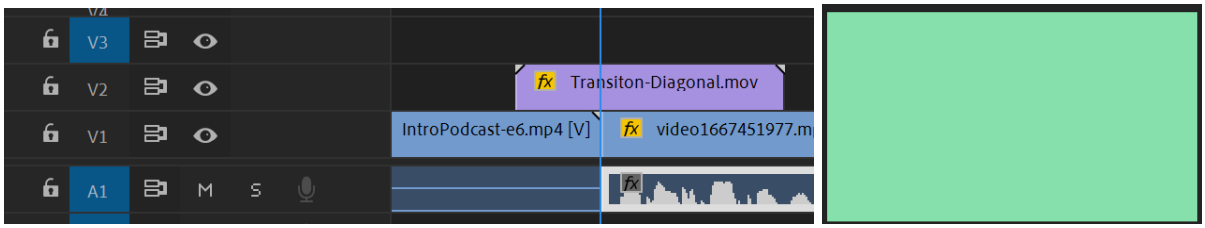

5. Move the cursor around 2 seconds in to OverlayBoth and left-click. Right-click OverlayBoth here, and click “Add Frame Hold”. Once you do this, drag the section after the split to the start of the first question the host asks.

Your timeline should look similar to the one in the lower picture.



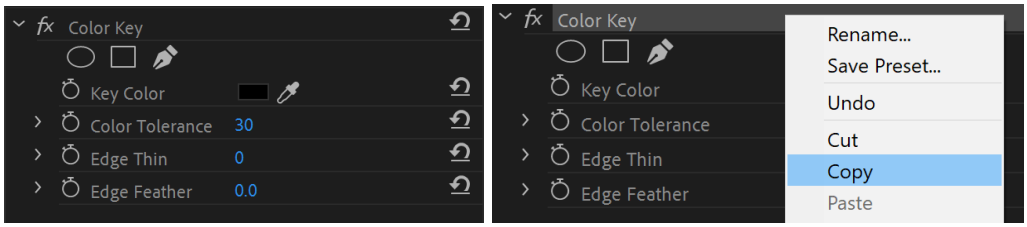

6. Drag the “ Transition_Diagonal.mov” video from the Transitions folder to the point in the timeline where the Intro stops and the video starts.
   Make sure that at the frames where Topic Overlay starts and ends, it cover the entire screen. At HD (1920 x 1080) size, the transition should fit perfectly.
   You may need to scale transitions down for smaller sizes.

**NOTE:** If you are not creating a podcast video, skip to Part 4. Otherwise, continue the steps below.



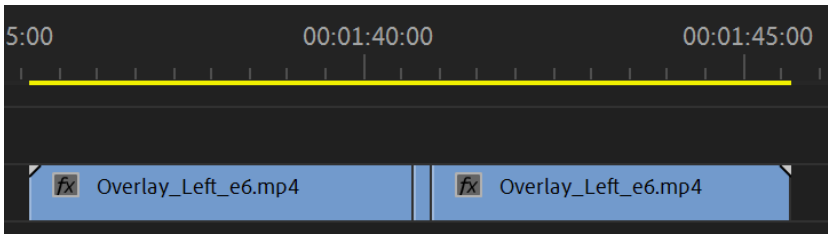

7. **For podcasts,** drag “Overlay_Left_Host-LeadIn.mp4” from the “Intro - Outro - Transitions” folder to directly after Overlay_Videos (on the same channel). Shorten it to 3 seconds. This should appear when the host is asking their first question.

8. Copy and paste Color Key Settings from Overlay_Videos to this video too. Click the word “Color Key” in the Effect Controls menu and copy the data by pressing CTRL and C. Then click on “Overlay_Left_Host-LeadIn.mp4” in the timeline, and paste with CTRL & V.




9. Add “Overlay_Left_e(#).mp4” from the same folder. Copy and paste Color Key Settings from Overlay_Videos to this video too, and delete this video’s audio after you import it.

   Split it with the Razor Tool where the transition between the two names starts and ends. It should look like the below picture in the timeline:




10. Freeze frame the two bigger sections. For each of them, Move the playhead to the start of the section, right-click, and select “Add Frame Hold”. This will freeze the video.

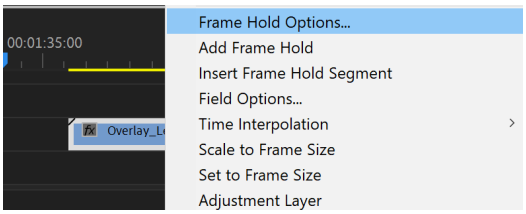
    After this, right click the section again and select “Frame Hold Options”. A menu will pop up. Click the dropdown menu next to the “Hold On” checkbox, and select “Out Point”.

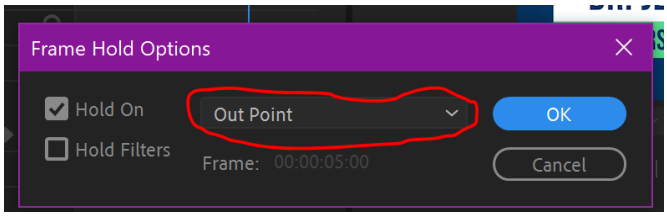
    There should now be three segments:

    - Interviewee overlay (at the start)

- Transition (in the middle)
- Host overlay (at the end)

Once done, move the transition and interviewee overlays up a channel. Place the host overlay at the start, and drag to the frame where the outro (end credits) starts.




11. Move the footage where the host introduces the speaker, so both the speaker and interviewee fit inside the overlays. If you need to, copy the footage and place it in another channel (and mask out the footage that spills into the other camera view).

    If there are sections in the footage where someone has left the recording, you will need to move them separately (or it won't align).

    Now select the segment where the host asks the first question and move it into the overlay.

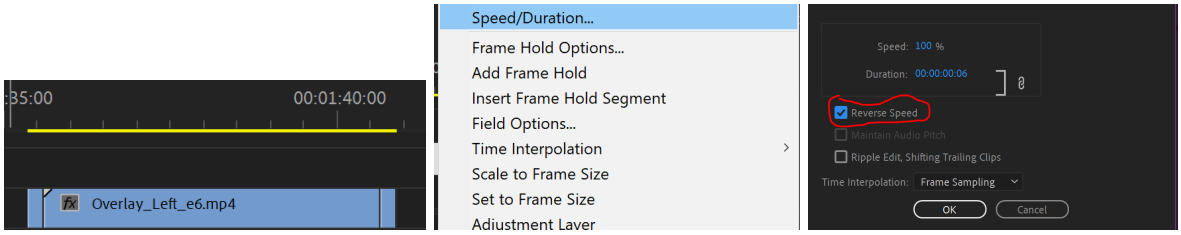
**NOTE: If you cannot see through, make sure you've applied Color Key and applied the settings on pg. 16.**

12. Once you do this, click the word "Motion" in the Effect Controls menu and copy it. This copies all position and scaling data.

    Now select all other footage with the host (this should be in a channel separate from the interviewee's footage to make it easier), and press CTRL and V. This should cause all other footage to take the same position as the first.

    After this, do the same with the interviewee's footage, move the first shot, and copy / paste to the rest.

13. Copy the transition segment and paste it earlier in the timeline.
    Right-click it and select "Time Options". In the menu, tick the "Reverse Speed" checkbox. Then drag it to the start of the interviewee's overlay segment.




14. If you did this correctly, the video should transition into the interviewee's name, and back after a few seconds.

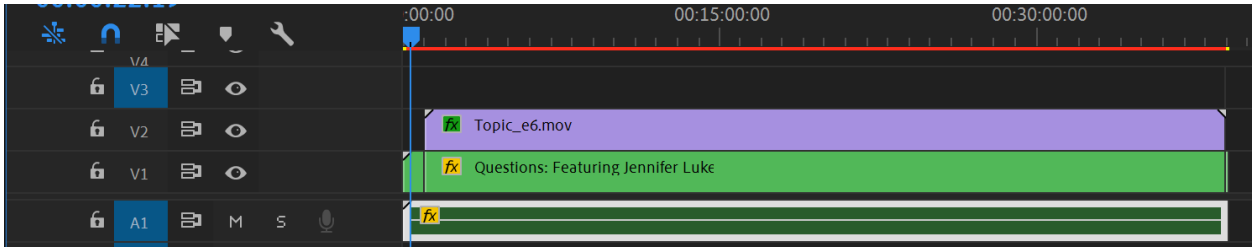
    Now copy and paste both transition segments and the interviewee name overlay, to every answer that the interviewee speaks.
    Move the transitions so they touch the starts and ends of when they talk.

    Drag out the interviewee overlay so it touches them both.

    Once you do this, move this over the same channel as the host's overlay in that point of the timeline.

15. Repeat until all footage where the interviewee talks has their details instead of the host's. This should create a smooth transition whenever switching between the host and interviewee (and the other way too).

## 3.5: Add topic overlay and finishing touches.




The video is nearly done!Just a few more steps.

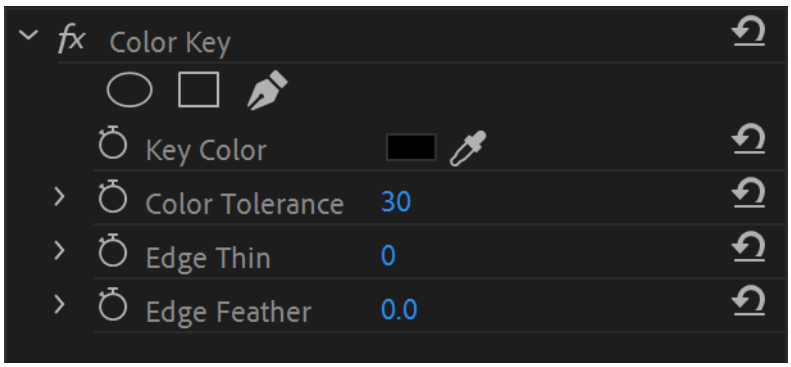
1. Create a new composition called "FinishedPodcast".

2. Drag the "Questions: Featuring FirstName LastName" composition into this one.

3. Drag the "Topic_e(#).mov" overlay on the channel above the Questions composition. If you don't see the topic bar, scale down this video until it fits neatly (usually at 66.7% scale for most podcast videos).

4. Apply "Color Key" effect (Go to the "Effects" menu and search for "Color Key" *(not "Colour Key").* Drag this effect onto "Topic_e(#).mov", and apply the settings in the picture below.

Set the Key Colour to black. This will let the video appear through it (and make a smoother effect than using masks).




5. Move the Topic Overlay to the frame where the host starts to ask the first question.

6. Move the cursor 2 seconds in and left-click. Create a freeze frame.

   Drag the freeze frame until you reach the frame where the outro starts playing.

7. Split the Questions video where Topic_e(#).mov starts and ends.

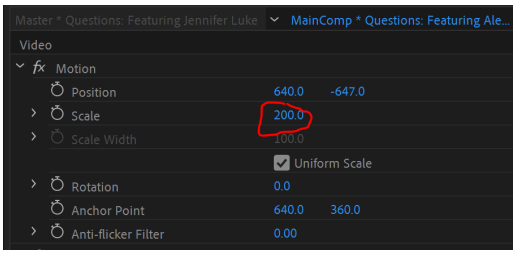
   Move the section between the points you cut out down by 40 pixels (to a height position of 400 instead of 360). This lets the video fit smoothly with the topic overlay.

8. Where Topic_e(#).mov starts (before the freeze frame), you will see a black background peek through.
   To fix this, split the Questions video where the freeze frame starts, and move the topic video (before the freeze frame) up by one channel.

   Copy and paste the smaller segment you just made into the next channel up.
   Scale it up to 200%, and move the position up until the social media text cannot be seen (and it doesn't block the footage in the overlay).

   See the pictures below to get an idea of what to do:



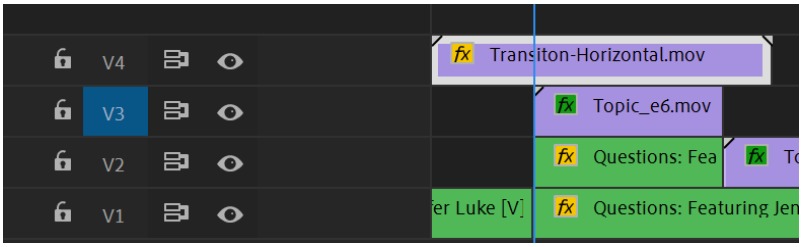



9. Add Transition_Horizontal.mov where Topic_e(#).mov starts.

   Add Transition_Diagonal.mov where Topic_e(#).mov ends.

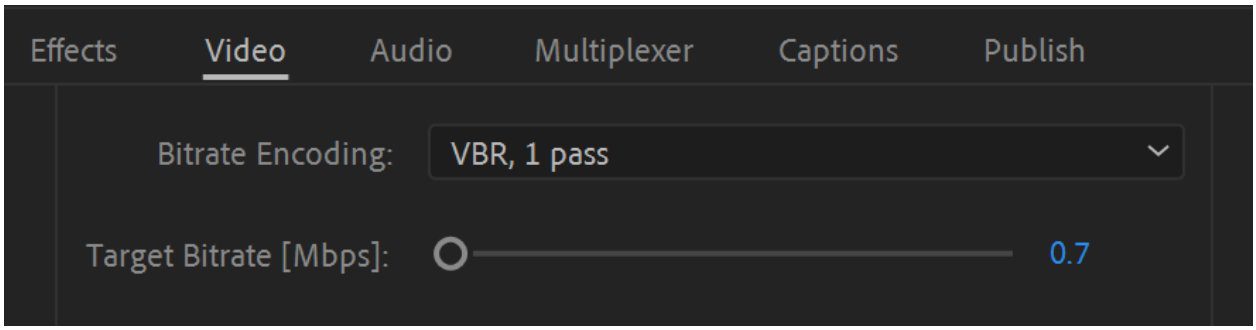
   Make sure that at the frames where Topic Overlay starts and ends, they cover the entire screen (or as close as possible with Transition_Horizontal, see the lower right picture).

   Shrink both transitions down to 66.7% so they fit neatly on the footage (not too big or small). After this, **go to [Part 4](#).**






# Part 4: Rendering and Final Checks.




1. Check over it to see if there are any issues, e.g, missing footage, flickers or spelling mistakes.

Once you do this:

**After Effects:** Export the file to the Adobe Media Encoder Queue.

**Premiere:** Export the file by clicking “Media” in the Export menu.

2. A menu should open. In the lower-right, there will be a box with several menu options. Click “Video” and scroll down inside that box until you see the “Target Bitrate [Mbps]” option.

Click the blue text and type in “0.7”. This will make sure it takes as little space as possible while preserving quality.

3. Once you do this, save the video to the “Finished Videos” folder.

   **For podcasts:** Name your video: Podcast_Episode(##)__v#(how many have you made for this project, including this one),

**e.g: *Podcast_Episode02__v1***

**For other videos:** Name your video: (TypeOfVideo)_(Month20##)_(Title)_v#(how many have you made for this project, including this one).

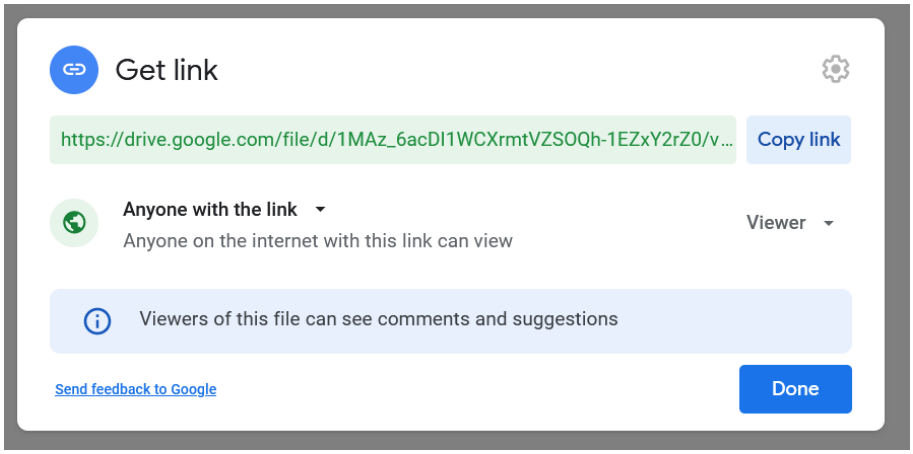
**For example: *Webinar_Dec2020_ThrivabilityInTheHome_v1***

4. Once all settings are confirmed, click the “Render” button, and wait about an hour or two.
5. Once done, watch over (at least a few minutes of) your video to make sure there’s no missing sounds or footage. If there are, fix the issues and render it again.
6. Upload the video to Slack, and ask for someone else to look over the video.

   - **For podcasts:** Share to the #podcasts folder.
     Someone will share the video with the interviewee to make sure there are no issues. See part 4.1 for instructions on how to do this.
   - **For other YouTube videos:** Share to the #multimedia folder.
   - **For Social Media Videos and Instagram Reels**: Share to the #social-media channel.

   Wait until someone else has confirmed that there are no issues with the video.
   If there are issues, fix them and render it again.
7. Once someone else has confirmed that there are no issues, upload this to the Finished THRIVE Videos folder in the Google Drive here: https://drive.google.com/drive/folders/148aG6pQJDsZknT-I9UQMW3m3NIzQQz_w?usp=sharing

   Click the “Share” button in the top right, and do the following:



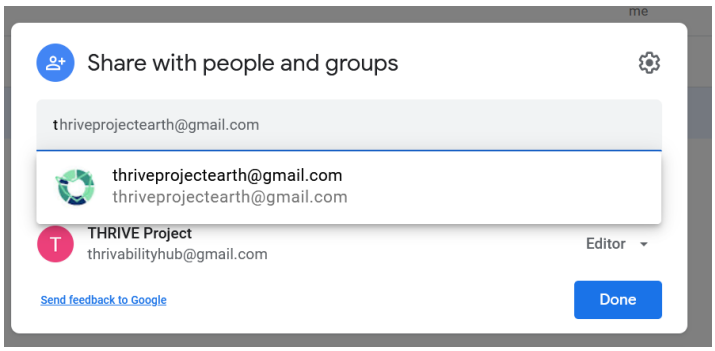

a. **Change share settings from "Restricted" to "Anyone with the link".**
b. Copy and paste the link into:

**For podcasts:**
https://docs.google.com/spreadsheets/d/13dhFIbWPniZOQHIifoVQcdLDkJw1TmGEPJDeLhJrrOo/edit#gid=1294663686

**For webinars:**
https://docs.google.com/spreadsheets/d/1-VWmJuT-xqanBMT42GuaifyxGOzwkuFekxuLMr1s2dQ/edit?ouid=111891822917553404984&usp=sheets_home&ths=true

**For other videos:** Ask the Slack channel for the video if a video list spreadsheet exists. If not, skip this step.

c. **Share it with "thriveprojectearth@gmail.com"** and give ownership to this email address by clicking the down arrow beside the name and clicking "Transfer Ownership".




**8. Follow the instructions** in Part 5, to upload the video.

## 4.1: PODCAST VIDEOS: Getting Approval From Interviewees: Do this before you upload.

1. Log in to THRIVE Webmail with the email address invite-tt@strive2thrive.earth. Ask the #multimedia Slack channel for login details.
2. Go into the Drafts menu. You should see three drafts. Copy the contents of the one with the subject line: **“[3] THRIVE Talks Podcast. Thank you for meeting with us!”** and create a new email.
3. Paste the contents into a new email. Add this into the subject line: **THRIVE Talks Podcast. Thank you for meeting with us!**
4. Open our Podcast Calendar. Go to the “Videos” spreadsheet from the bottom menu. Fill in the missing details as follows:
    - {{firstName}}: Replace this with the given name of the person in the “Speakers” column.
    - {{here}}: Replace this with the link in the Preview URL Column.
    - Email Address: Fill it with the interviewee’s email address, from the “Email” column. (This is in the “Schedule” spreadsheeet).

    Everything else should remain the same.

5. Once done, send the email. Check the emails once per day until you get an answer. If there is a problem, alert the #multimedia channel.
6. Once they give their approval, you may move to Part 5.
    If they have problems, go back to your files and fix them, then send another email asking if the changes are acceptable.

# Part 5: Uploading

Once you and your fellow THRIVERS have confirmed that there are no issues, feel free to upload the video. Most videos (such as podcasts) go to YouTube.

**For detailed instructions on how to upload to YouTube, see this guide from Pg. 32 - 38 of the Social Media Guidelines.**

**NOTE: Social Media videos** go to our social media channels, not YouTube.
Information on posting to each platform is on the following pages (in the Social Media Guidelines):

- **Pg. 8:** LinkedIn
- **Pg: 16:** Facebook
- **Pg: 18 (or Instagram App for Reels):** Instagram
- **Pg. 23:** Twitter
- **Pg. 27:** Reddit

**Any Instagram reels** must be uploaded through the Instagram Mobile App (Search “Instagram” on your phone’s app store). Reels cannot be made on computers.

# Appendix: Creating a Webinar Intro

Webinars use different introductions to podcasts. In the “Webinar Intro Working Files” folder, we use the “THRIVE WebinarIntro_Template.aep” After Effects File.

Usually, you would take the webinar footage, and extract each presentation and the Q&A section afterwards to make separate videos. Anything else (such as introductions or the quiz) is ignored.

When opening it up, you will notice that there are 5 compositions. Which one you pick depends on what video you are making:

- **IntroSpeakers-Month20##_FirstName LastName:** For each presentation in the webinar, use this intro.

- **4x Q&A Intros:** Each webinar has only one Q&A session. As each month has different SDG themes and speakers, you’ll need to pick one that matches the number of each the webinar has. Use this table to pick the right one:

| | 1 Speaker | 2 Speakers | 3 Speakers |
|---|---|---|---|
| **Webinar has 1 SDG.** | IntroQ&A-Month20## **_TypeA** | IntroQ&A-Month20## **_TypeB** | IntroQ&A-Month20## **_TypeE** |
| **Webinar has 2 SDGs.** | IntroQ&A-Month20## **_TypeC** | IntroQ&A-Month20## **_TypeD** | IntroQ&A-Month20## **_TypeF** |

**NOTE:** If there are more than three speakers, please speak to the #multimedia channel about creating a new intro.
To create an intro, follow these instructions:

1. Copy and paste the intro that matches what webinar video you are making into the Compositions folder.
2. Rename it. For instance:

**IntroQ&A-Month20##_TypeD** : Replace "TypeD" (or other letter) with the SDG Themes.
*e.g: IntroQ&A-Dec2020_SDG16-17*

**IntroSpeakers-Month20##_FirstName LastName :** Fill the placeholders with webinar details.
*e.g: IntroSpeakers-Dec2020_John Smith*

3. Go to the "Fill With Webinar Details" layer in the timeline.

Fill the details as below:

- **Month. 20##:** Month and Year of webinar.
  *e.g, Dec. 2020:*

- **Name of Presentation / Name of SDG Themes:** What is the name of the presentation? For a Q&A video, what is the month's SDG theme?
  *e.g, "Thrivability In The Home"* or *"SDG 16 & 17: Peace, Justice, Strong Institutions and Partnerships".*

  A list of SDG themes is on the front page of our THRIVE Wiki: https://wiki.strive2thrive.earth/

  A list of presentation names is under the "Topic" column in this spreadsheet: https://docs.google.com/spreadsheets/d/1-VWmJuT-xqanBMT42GuaifyxGOzwkuFekxuLMr1s2dQ/edit#gid=0

- **FirstName LastName:** Names of speakers, from the "Speakers" column in the above spreadsheet.

**NOTE:** Move the time pointer to around 10 seconds for the best view.
If the text fades at the ends, shrink the text.






4. Move the time pointer to near the end of the composition.
   Fill the text with webinar details, as described below:

- **FirstName LastName:** Names of speakers; see Step 3 for more details.
  With two speakers, have the one that presented first be on the top, and the other one below.
- **Name of Webinar Theme:** When there are 2 speakers: Same as “Name of SDG Themes” item that you typed in Step 3.
- **Name of Presentation:** With only 1 speaker: Same as “Name of Presentation” item in Step 3.
- **Their Role or Specialisation:** What do they do for a living? See below for how to find this.
- **Their Company (or “Their Company or Specialisation”):** The name of their company. If they don’t work for one, write down what they do for a living.
  See “Organization” column in [this spreadsheet] for their company.
  Ask the #webinar Slack channel for their role or specialisation.








5. All webinar videos need a 15-20 second voiceover to introduce the speakers and webinar themes. To do this, ask the #multimedia channel in Slack. If you want a guide on what they should say, listen to the four Sample audio files in “Voiceovers” (under the “Assets” folder in After Effects).

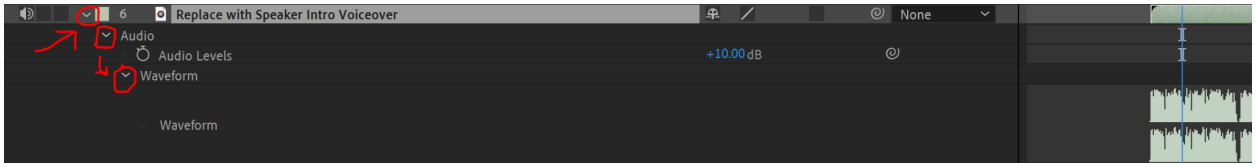
   Once you receive this, make sure there are no sound, factual, or grammar errors in their voiceover. Speak with the voiceover person who provided the file if there is.

   Make sure the voiceover is an .mp4 file.

6. Replace the “Replace with Speaker Intro Voiceover” file with the new voiceover, starting at the moment the previous file begins.

Adjust the sound by opening the dropdown menu for the sound file (in the timeline), and adjusting the Audio Levels. Use the “Waveform” dropdown to see how loud it is. Make it as loud as possible, without

the audio clipping over the top of the waveform box on the rig




7. The text above the speaker's name in "**IntroSpeakers-Month20##_FirstName LastName"** is the description. This is based on the voiceover from earlier.

   Replace the existing text with the words of the voiceover. If there is too much text, reduce the font.




8. You are nearly finished…
   Now the pictures need to be replaced with new ones. For SDGs, drag the month's SDGs from "SDG Images" (under the Assets folder) next to the old SDG images.

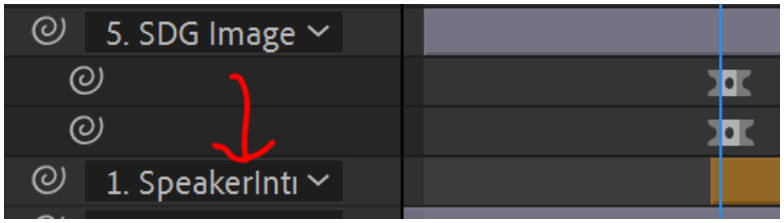
   Click the dropdown menu for the first old SDG image. Left-click on "Transform", and press CTRL and C.

   Then, press U to show keyframed elements. Move the time pointer to the start of the first keyframe.

   Now, click on the new SDG (that you want to replace the old one with). Parent it to "SDG Image Grabber". After this, press CTRL and V on the new SDG.

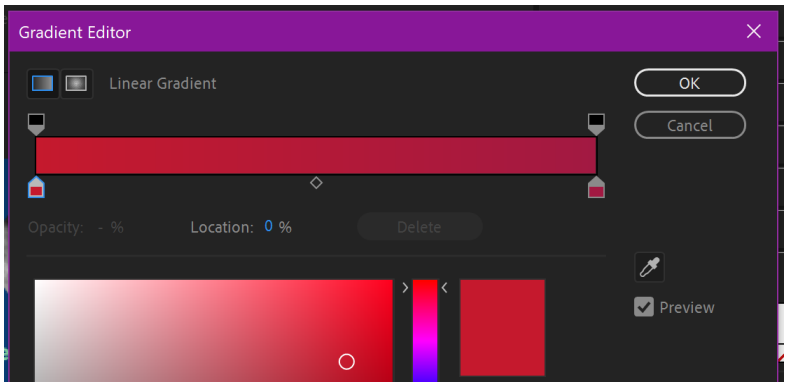
   If you did this correctly, the new SDG should completely cover the old one.

   Do this with the second one (if there is one).
   Once done, you may delete the old SDGs from the timeline.



9. Now click on “SDG Image Grabber”. Go to the “Fill” box in the top of the view window. Clicking it will allow you to adjust the colours.

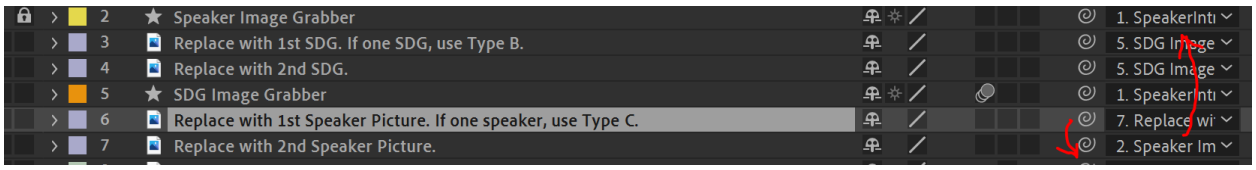
   Use the eyedropper tool to make the shape the same colour as the SDG image. If there are two SDGs, a gradient editor will appear as below. Adjust both colours, and change no other settings.




10. Now someone in the #webinar channel should have headshot images of the speakers. Ask them for these, and save them to the “Speaker Images” Folder, under: Webinar Intro Working Files\(Footage)\Assets.

    Import headshots of the speakers into the “Speaker Images” folder in After Effects, and drag them into the composition. Make sure they start at the same time as the original pictures in the timeline.

    **With 2 speakers:** Parent the 1st new speaker image to the 2nd new one, then the 2nd one to the “Speaker Image Grabber”, as in the image below.




    **WIth 1 speaker:** Parent the new speaker image to the “Speaker Image Grabber”.

    Click the dropdown menu for the first old speaker image. Left-click on “Transform”, and press CTRL and C.

    Then, press U to show keyframed elements. Move the time pointer to the start of the first keyframe. After this, press CTRL and V on the new speaker image.

    Now you will need to unparent it (click the parenting dropdown and select “none”).

Set the opacity to 50%, and move the time pointer to the image's last keyframe. Select all position keyframes by clicking the word "Position" in the image's dropdown menu. Move the image so the speaker's image covers the top of the old image.

11. Use the circle tool with the new image selected to create a mask on it with the same size and shape as the old image. Hold the Shift key so it remains a perfect circle.

    If you did this correctly, the new speaker image should completely cover the old one.

    Repeat steps 9-11 for the 2nd speaker image.

    Afterwards, you may now delete the old speaker images.

12. Trim the composition's length so it ends when your voiceover ends.
    It should not be longer than 45 seconds.
    If it is, ask the voiceover artist to create a shorter voiceover.

13. Render it with Adobe Media Encoder into the "Finished Webinar Intros" folder.
    Once done, import it into your webinar project.