

How to Make Video Previews of Your Artwork
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The Lamorinda Arts Council is the curator of the art displayed at the Art Gallery at the Orinda Library and the Art Gallery at Wilder located in the Art and Garden Center. Lamorinda Arts Council also has a variety of other programs supporting art, including Art Embraces Words, Art in Place, Artify Orinda, and the High School Visual Arts Competition.

The Lamorinda Arts Council would like to display videos of artists who have or are booked to display their works at the Art Gallery at the Orinda Library or the Art Gallery at Wilder.

This memorandum is intended to provide guidance to artists on how to prepare suitable videos of their art.

Using an iPhone/Smartphone

The simplest approach to making art videos is using just an iPhone or smartphone. One approach is to film your art while speaking. Here is Teresa Onoda doing just that. Her video runs about 6 minutes long. <https://www.youtube.com/watch?v=Gb6LRcxITC8>

Alternatively, you can have someone else film you on camera, while you comment on your art. Here's Sherry Ravazza doing that. Her video runs about 1 minute long. <https://www.youtube.com/watch?v=OqICjTZ3fcs>

If you want to film yourself, you might want to buy a clip to hold your phone, and then attach it where convenient. Here is a phone attached to a boom mic stand using a clip.



After you have made your video you can delete unwanted sections at the start and end of the video. To do so, click on the video you want to edit and then click "Edit" in the upper right of the screen. Sliders will appear at both ends of your video and you can move them to where you want to start and finish. Then you can transfer the file to your computer or share it with others using DropBox. Then you or someone on the Lamorinda Arts Council staff can load it to the LAC YouTube channel. The default will be to set viewing permission to "public", which allows

anyone to view it on YouTube, but we can set viewing permission to “unlisted” upon request, which allows only those who click the link from the Lamorinda Arts Council website to view it.

Using Video Editing Software

The starting point to making a video using video editing software is to take videos or photos of your art using your smartphone. Either at the same time or separately, if you wish, you can record an audio track. Finally, if you wish, you can select background music. Then these elements can be combined and edited using video editing software.

There are many editing software options ranging from those that are simpler to use to those with many features and may be costly. A few of the simpler ones are iMovie, Filmora, and Enlight Videoleap. iMovie works only on Apple devices, which come with it installed. Filmora works on all devices and costs \$40 per year. Enlight Videoleap is free and works on all devices, but many features require an upgrade to the Pro version for \$35.99 per year.

To use any of this software, training videos are available on YouTube. However, it takes time to learn how to use the software, so you might prefer to track down a pal or professional who can do the editing for you. Still, you should know what the editing software can do. Here are some examples.

Lara Bagdasarian’s video consists of a series of photos of her paintings, with the video set to music, and is about 2 minutes long. Here’s her video:

https://www.youtube.com/watch?v=yO_MTkInaAI

To create a video like this, you take photos of your art and select music. You can then decide how long each photo is viewed. Most video editing software offers the option of using the Ken Burns effect when showing the photos, that gradually shifts what is being viewed.

Marie Cotter’s video starts with her on camera, and then continues with her providing a voice-over, as photos of her paintings are shown. It runs about 2 minutes long. Here’s her video: <https://www.youtube.com/watch?v=uBvYbsho7CY>

Jeannette Baird’s video showed a succession of photos from a variety of artists intended for an exhibit. Each photo included several works. It has both a voiceover track and music and is about 9 minutes long. Here’s her video: <https://www.youtube.com/watch?v=1J2ThWUYGXE>

Each of these examples shown use different approaches, and all are good role models.

We look forward to displaying your art using videos on the Lamorinda Arts Council website. We hope this memorandum is helpful in guiding you how to do that.