

# HOW TO CREATE DIFFERENT TYPES OF VIDEOS FOR YOUR WEBSITE

Nowadays, it is rare to come across a website that does not provide varied content to its users.

Oftentimes, visitors are treated to various formats of content: text, audio, videos or interactive games.

[Videos](#) are digital recordings of moving pictures and sometimes sound. There are **7** very good reasons why you should be using them on your website.

First and foremost, videos are:

- really **engaging** because they draw viewers' interest.
- very **entertaining** because they can bring enjoyment.
- often **educational** because they can teach people.
- truly **enlightening** because they can open your mind.
- so **empowering** because they can provide knowledge.
- always **eye-catching** because they have amazing visuals.
- purely **expressive** because they can show what someone thinks or feels.

In general, having videos adds a human touch to your content. What are the different types of videos that you can have on your website then?

## Step 1 (How to Create Different Types of Videos for Your Website): Examples

### of Videos



Nowadays, technology allows us to create awesome videos at such little cost, so much so that anyone can basically become an amateur video producer.

Let's have a look at the 5 main types of videos you can create.

### Educational Videos

Getting access to knowledge has never been easier. Today, educational videos are widely available on video sharing platforms such as [YouTube](#) or [Vimeo](#). The icing on the cake is that most of them are free.

You can create the following types of videos depending on the audience you want to target.

1. [How-to-videos](#) show step by step how to do something as the name suggests. You can teach people how to write, cook, garden, draw, paint, speak a foreign language, etc. These videos also

go by the name of tutorial. In education, a video tutorial is done by a teacher for students so that they can study a particular subject on their own.

2. [Screencasts](#) enable you to show what is going on on your computer. For example, you can directly show someone how to do a PowerPoint presentation. Screen capturing software such as [Screencast-O-Matic](#)'s free screen recorder, [Snagit](#) and [Camtasia](#) enable you to do this.

## Informative Videos

Informative videos are like educational videos because they provide useful information or knowledge.

There are several types of informative videos.

1. [Reportage videos](#) give an account of current events. The reporting is done by a reporter or an eyewitness. You can also use this video format to tell a story as it is more authentic since it is a first-person account.
2. [Interview videos](#) are also a great way of transmitting information in an interactive way. People tend to relate more to interviews because they are conversational. It is as if the interviewer and interviewee were having a casual chat. This conversational tone makes new information easier to digest.
3. [Documentaries](#) ,documentary films or short films are factual reports of reality. They often include great visuals and sound. Documentaries can be about an event, a person or a place. They are often captivating, thus making information easier to retain.
4. [Travel videos](#) are also valuable because they provide a lot of information about a certain place or a particular culture. We get to know more about our world thanks to people who tour the globe to bring us spectacular footage about the beautiful people and sceneries they have encountered.
5. [PowerPoint presentations](#) about any subject can be turned into videos. You can record them using a screen-capturing tool.

## Commercial Videos

Commercial videos help you to advertise a product or a service. They are often short and catchy. Below are a few examples:

- Video ads help you to promote your businesses. They can be displayed on your website, on video sharing platforms or on social media.
- Trailers are used to promote a film by showing a series of short extracts from it. Nowadays, people also make book trailers in order to advertise their books.
- Branded videos enable you to showcase the values of your company. It is an indirect form of advertisement as you do not directly promote a product. You can thus create explainer, product demo, testimonial, company culture and brand storytelling videos.

<https://www.youtube.com/watch?v=eEsz6o50wrY>

## Personal Videos

Personal videos relate people's private lives. They can be a way of showing authenticity and of getting closer to one's audience.

Below are popular examples of personal videos that you can find nowadays.

1. Vlogs, video blogs or video logs in which you film yourself. You can talk about everyday life experiences, thoughts, careers, parenthood, etc.
2. Life story videos are about a person's life and accomplishments. Another version of this type of videos is the legacy video which people create in order to remember or celebrate a deceased person or a person who is at the end of his or her life. These types of videos are like memoirs.

3. [Q & A videos](#) are the short form for 'Question and Answers' videos. These videos are mostly done by YouTubers when they answer random questions asked by their viewers so that they can get to know them more.
4. [Story time](#) videos allow a person to narrate a particular event in their life. There are equally popular on YouTube.

## Entertainment Videos






Entertainment videos are meant to provide amusement for people. They can be funny, relaxing or exciting. Let's look at a few examples:

- [Music videos](#) as their name suggest show a singer or a band singing or playing music. They are highly entertaining and effective because they can make someone dance or experience a certain type of strong emotion.
- [Challenge videos](#) are popular on the popular [TikTok app](#) which has taken the internet by storm. Creators can share short videos to their large number of followers. In these 'challenge videos', users try to recreate a certain type of scenario. It can be dance-related, food-related, accent-related, etc. The variety of subjects makes this type of video easy to create and generate a lot of interest from it.
- [Comedies](#), skits or sketches are short plays that are often hilarious. They can feature on or more characters. The trend nowadays is to play multiple characters like these excellent examples [here](#) and [here](#).

## Step 2 (How to Create Different Types of Videos for Your Website): Video-

### Production and Post-Video Production

# VIDEO PRODUCTION EQUIPMENT

CAMERAS	TRIPODS	MICROPHONES	LIGHTS	EDITING
				
DSRL	Mini	Lavalier	Natural	Computer
Compact	All-in-One	Dynamic	Fluorescent	Headphones
Phone	Travel	Omnidirectional	Fairy	Speakers
Mirrorless	Flexible	Shotgun	LED	Editing Software
360	Height-Adjustable	Condenser	HMI	Editing hardware
Film	Monopod	USB	Ring	Memory Cards
Action	Gorillapod	Cardioid	Halogen	Voice-Over



You can make a good video by taking pre-production, production and post-production and processes seriously. Ensure that you have the right equipment that you can use for filming.

## Pre-Production Equipment

This is all the gear that you will need for filming. Nowadays, we have a plethora of devices that enable us to take quality shots without necessarily ruining our bank account.

1. [Cameras](#) are electronic instruments that enable us to record images and sound. They can use films or digital means. Good cameras are simple, user-friendly, durable and affordable. They should also be able to capture quality high-resolution images. Popular brands are [Canon](#), [Nikon](#) and [Sony](#). Charge your camera batteries before shooting the video. Ideally, you should have a replacement battery in case you are shooting a longer video.
2. [Tripods](#) are generally three-legged stands that allow you to place the cameras on them so that you do not get shaky images. Good tripods are sturdy, stable, flexible, height-adjustable, simple-to-use, and not expensive. You can discover more about these useful filming tools [here](#).

3. **Microphones** allow you to record sound. Microphones range in size and prices. The finer the quality of the sound, the more money you will have to pay for your device. However, there are many quality microphones out there that enable you to capture sound without compromising much on the quality. Good microphones are solid, compact, well-built, versatile and produces rich and clear sound. **Rode** microphones are widespread and often get good reviews.
4. **Lights** are also important for production. You can use natural sunlight which is free of course and does not require a specific set-up. If you are filming inside, you need to make sure that you have enough light, whether natural or artificial. Avoid harsh lights and make sure there are no shadows behind your subject.
5. **Backdrops** or backgrounds are what people will see behind the subject. They can be in a natural setting such as outside or you can film inside a house or an office building. You can also use artificial backdrops such as plain paper, wallpaper, vinyl or fabric.

**EXTRA TIPS:** Learn how to film with a phone though this YouTube video [here](#).

## **Producing the Video**

Once you have all the equipment that you need, you can start filming or making the video. You need to pay attention to the following things so that you come up with satisfactory or stellar production.

1. **Scripts** or storyboards ensure that your video is following a logical order. You will also be efficient because you will know what you want and will go straight to the point. You can deliver your script using a teleprompter or you can just have a basic outline from which you can expand your ideas.
2. **Sound checks** are equally important. Make sure your microphone is working (perfectly) before filming the whole video.

3. [Clothes](#) should be taken into consideration too. Dress appropriately and wear something that makes you stand out from the background. Do not wear outfits that are the same colour as your backdrop.
4. [Makeup](#) and hair should ideally be done just before the shooting so that you can appear fresh. Avoid too much makeup because it can be distracting.
5. [Angles](#) of video shots are also to be considered. You can decide to do a close-up, medium shot, long shot, etc. The type of shot you will choose will depend on what you want to focus on.

## Post-Production Equipment

Once your video is shot, you will need to edit it so that you can keep the most valuable parts and discard unnecessary footage.

Here is the equipment:

1. [Laptop](#) or desktop computers are the most important tools. Here, you will be able to do all the editing work using different types of editing software. A good editing laptop has a wide screen and long battery life. It is also fast and powerful.
2. [Editing software](#) for both sound and images are important. Use [Audacity](#) to edit sound and turn to [Filmora](#) or any other video editing software for the images.
3. [Editing hardware](#) includes storage and memory. Make sure you have enough in order to process all your videos. You can also get rid of unnecessary footage from time to time. Additionally, take care of your camera's memory card after filming as you might lose worthy footage because of carelessness.
4. [Headphones](#) and speakers also very important as far as sound is concerned. Headphones will help you to get focused and speakers will give you an idea of the quality of your sound.
5. [Voice-over](#) software enables you to record your voice over a video. Filmora's editing software, among many others, allows you to do this.



## Conclusion

Videos are an essential part of content creation. They enable us to show and tell at the same time, leveraging the power of images, story-telling and motion. Visitors are drawn to well-made and original productions and they will always want more. The good thing is that there are many inexpensive tools nowadays that make video production easy and enjoyable even for amateurs.

If you would like to start making videos, take your time. Experiment with the different equipment that is available: cameras, lights, backdrops, tripods and editing tools. It takes time to find the perfect set-up and voice. However, as soon as you start feeling comfortable, you will soon find video making to be a pleasurable experience. Why don't you start the journey today?

I hope you found this information useful. Leave a comment to say what you think about video creation.

You can also ask questions if you have any by using the comment section box or writing to us using our [contact information](#).

Until next time!



Learn **English**  
With **Africa**