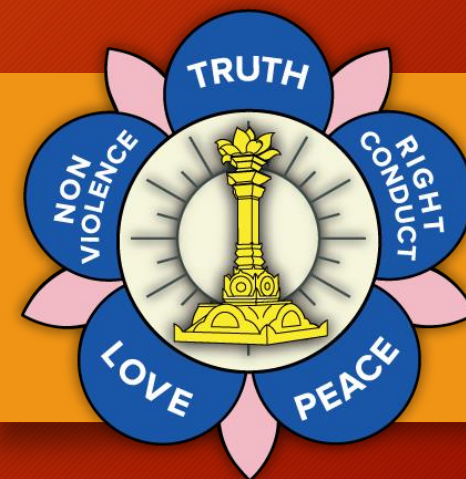


# Videography Guidelines



# Videos are not Photographs



- Photographs tell a story in a single visual image
- Takes a few seconds or several minutes, even hours
- Videos tell a story through a sequence of images and audio
  - Speech
  - Sounds
  - Music



# Videos Require Editing



- Editing: Putting segments in a particular order to tell a story
- Do not have to use all of the material that has been shot, use the best material that effectively tells the story
- Shots do not have to be in chronological order of recording, they should be in an order that helps tell the story

# Two Kinds of Videos



- Edited Stories
  - Narration / Interview
  - Music
  - Long (3 minutes)
- Clips
  - One scene or activity
  - Short (1 minute)



# Third kind of Video



- Slide Show

- A series of photographs put to music
- For SSIO reporting purposes, better to send the photographs
- 36 photographs takes up less space than the slideshow

# Tips for Shooting Video



- Keep the shot as steady as possible
  - Don't zoom suddenly during the shot
  - Don't pan suddenly or pan too much
  - Move the camera only when necessary
  - Use a tripod or some method to stabilize the camera



# Audio Considerations



- Use an external microphone
  - Built-in microphones pick up all sound in the area, not just the subject that is being shot
  - People talking on the side will be recorded
  - Echoes and other sounds in the room will be recorded
  - In windy locations, please use the wind screen (the sponge)

# Audio Considerations



- Keep audio in mind when selecting locations
  - Echoes
  - Traffic
  - Ventilation System (Air conditioner, fan)
  - Trains / Helicopters / Planes
  - People
  - Wind



# Audio Considerations



- Music should be appropriate
  - Don't use serious music for something lighthearted
- Music should be neutral
  - Do not use bhajans – general public would not understand
  - Do not use Indian music unless the project is in India
- Music should not be copyrighted
  - Can use your own musicians
  - Can pay to use licensed music or use free music

# Using Phone or Tablet



Your TV sits this way



Not this way

So hold your phone this way when filming



Not this way



# Using Phone or Tablet



- Shoot in landscape, not vertical
- Set the phone to shoot in the highest image quality and for the correct indoor/outdoor setting
- Use a very recent smartphone. Some inexpensive or old phones have poor image quality. Most tablets have low image quality.
- Do not apply any effects

Om Sri Sai Ram

