



VIDEOGRAPHY TIPS

Half the battle of starting any new project is knowing where to begin. Here are some helpful tips for shooting better videos, interviews and recording great audio, along with a video production checklist and talent release forms.

What We Want:

- Raw clips are needed with NO music, text, or voiceover. Send music and voiceover files separately.
- Clips should be sent in a commonly editable format such as: .mov (preferable)- mpeg/mpg -mts/avc/avchd- mp4 .
- Filename should identify the zone, country, event, and date in the filename. For example, "Zone 4 – Indonesia – Volcano – 001.mpg".
- Please send the clips via CD/DVD or memory card/USB stick. If uploading to online storage such as Dropbox, please make sure that the recipient is not forced to open a new account on that service.

When shooting a video, DON'T do these:



- **Headhunting:** placing every subject in the center of your frame.
- **Motorzooming:** overuse of on-screen zooms.
- **Rooting:** stay in one spot instead of looking for interesting angles. Go closer to the action.
- **Firehosing:** panning all over the scene.
- **Upstanding:** shooting everything from standing eye-level.
- **Snapshooting:** taping only two or three seconds per shot.
- **Backlighting:** too much light falling on the background instead of on the subject.
- Too many differing shots and angles.
- Extreme close ups or wide shots.
- Excessive panning or zooming.

Helpful Tips for shooting great video:

- Use manual focus if your camcorder has it.
- Set white balance at every location.
- When shooting outdoors, keep the sun behind you.
- **Plan your shoot.**
- **Rule of Thirds:** 1/3 of the frame should be above the eyes. 1/3 of the frame should be face and shoulders. 1/3 of the frame should be lower torso.
(learn more: <http://digital-photography-school.com/rule-of-thirds>)
- **Headroom:** Don't leave excessive space above subject's head.
(learn more at: <http://creativehomemovie.com/archives/205#.UydTbMu9KK0>)
- If subject is looking to the side, leave space where he/she is looking.
- **Lighting:** Check indoor lighting conditions first, add more lighting if needed/possible. Outdoors shooting - check time and weather. Noon: Bright light, high exposure, no shadows. Morning/Afternoon: Direct light, heavy shadows. Overcast: No direct light or shadow, dull.
- **Use a tripod** or other image stabilization device.
- For handheld stability, imagine that your camcorder is a very full cup of hot coffee.
- Use the zoom to compose your shot. Avoid zooming while the tape is rolling.
- Move the camcorder only when necessary.
- Shoot at least 15 seconds of "dummy tape" before and after scenes.
- Keep your min. shot length 10 seconds.
- Keep the shot steady (no zoom or pan) for at least 10 seconds.
- While shooting, be as inconspicuous as possible to best capture the true behavior of your subject.
- Use a variety of shots – multiple perspectives and angles.
- Try multiple takes of the same scene, adjusting the shot slightly.
- Film more than just your subject.
- Keep a video log of recorded scenes.



iPhone & iPad filming:

Clips shot on phones are not ideal, however they may be the only option sometimes. In this case, please observe the following:

- Shoot in landscape, not vertical.
- Set the smart phone to shoot in the highest image quality, and for the correct indoor/outdoor settings.
- Use a very recent smart phone. Some inexpensive or old phones have poor image quality.
- Do not apply any Instagram or other kinds of fanciful settings.

GET GREAT AUDIO



Helpful Tips for Recording Great Audio

- Use an external microphone if you have one.
- Get the microphone close to the speaker.
- Listen through headphones while you shoot.
- Keep hand movements on the camcorder to a minimum.
- Use a handheld mike for man-on-the-street interviews.
- Use a lavalier or boom mike for studio settings.
- Use a wireless mike to avoid cable hassles.
- Keep audio in mind when scouting locations.
- Don't move mike cables while recording.
- Avoid long cable runs to minimize interference.
- Avoid using extension cables on microphones to avoid interference.
- If using the camera's mike, check for background noise before shooting (traffic, ventilation, nearby crowds). Stay close to your subject. Subject should speak loud and clearly.



HELPFUL TIPS FOR INTERVIEWS



- Get interviews that answer practical questions, such as:
 1. What is the project?
 2. Where is it held? Not just the city, but the place, like a Church or School.
 3. If it is an ongoing project, how long has it been going on?
 4. What is done at the project?
 5. How many volunteers take part?
 6. How many people are served?

- Interviews with volunteers should also ask more spiritual questions, such as:
 1. What motivates you to do this work? Why do you do this work? Why do you think this work is important?
 2. How do you feel when you do this work? What do you like most about this work?
 3. How has service changed you?
 4. What have you learned?
 5. Any interesting stories about this work? Do you have examples of how this project/work has been useful to those you serve?

- Other interview tips:
 1. Do not ask yes/no questions. Ask questions which require an explanation. If they answer yes or no, then ask them to explain.
 2. Many people are naturally shy, and most people are not accustomed to being interviewed. Please give them a few minutes to go over some of these questions by themselves before filming. This will allow them to give you more complete and thoughtful answers.

- Record interviews that are 3-5 or more minutes in length.

- Release by interviewed subject is highly recommended, with minors it is a must. Please see example below.

SHOOTING CHECKLIST



- Battery power
- White balance
- Sound check
- Talent release
- Lighting check
- Tape check
- Tripod lock-down
- Time/date stamp off
- Image stabilization on/off
- Zoom in/Focus/Zoom out
- Compose image
- Rehearse
- Shoot!

More tutorial details on video shooting can be found at following links:

<http://www.jiscdigitalmedia.ac.uk/guide/basic-guide-to-shooting-video>

<http://www.egusd.net/franklinhs/mediacom/standards/composition/shootingbasics.htm>

<http://vimeo.com/17853099>



INTERVIEW RELEASE

To be read aloud before shooting an interview:

I, _____, give _____ the right to use my name, likeness, image, voice, appearance, and performance in a videotape program. This grant includes without limitation the right to edit, mix or duplicate and to use or re-use this videotape program in whole or part. I acknowledge that I have no interest or ownership in the videotape program or its' copyright. I also grant the right to broadcast, exhibit, market, sell, and otherwise distribute this videotape program, either in whole or in parts, and either alone or with other products. In consideration of all of the above, I hereby acknowledge receipt of reasonable and fair consideration.

MODEL RELEASE

To be signed before shooting

For and in consideration of my engagement as a model by _____ hereafter referred to as the videographer, on terms or fee hereinafter stated, I hereby give the videographer, his legal representatives and assigns, those for whom the videographer is acting, and those acting with his permission, or his employees, the right and permission to copyright and/or use, reuse and/or broadcast and republish videotape recordings of me, or in which I may be distorted in character, or form, in conjunction with my own or a fictitious name, on reproductions thereof in color, or black and white made through any media by the videographer at his studio or elsewhere, for any purpose whatsoever, including the use of any printed matter in conjunction herewith.

I hereby waive any right to inspect or approve the finished videotape, sound track, or advertising copy or printed matter that may be used in conjunction therewith or the eventual use that it might be applied.

I hereby release, discharge and agree so save harmless the videographer, his representatives, assigns, employees or any person or persons, corporation or corporations, acting under his permission or authority, or any person, persons, corporation or corporations, for whom he might be acting, including any firm publishing and/or distributing the finished product, in whole or in part, from and against any liability as a result of any distortion, blurring, or alteration, optical illusion, or use in any composite form, either intentionally or otherwise, that may occur or be produced in the taking, processing or reproduction of the finished product, its publication, distribution, or broadcast of the same, even should the same subject me to ridicule, scandal, reproach, scorn or indignity.

I hereby certify that I am (over/under) twenty-one years of age, and competent to contract in my own name in so far as the above is concerned. I will not receive any compensation for my participation in this video shooting.

I have read the foregoing release, authorization, and agreement before affixing my signature below, and warrant that I fully understand the contents thereof.

Dated _____

Witness (Legal Signature)

Name (Legal Signature)

Address

I hereby certify that I am the parent and/or guardian of _____, a/an minor/infant under the age of twenty-one years, and in consideration of value received, the receipt of which is hereby acknowledged, I hereby consent that any videotapes which have been, or are about to be made by the videographer, may be used by him for the purposes set forth in original release hereinabove,

Signed by the minor/ infant model, with the same force and effect as if executed by me.

Parent or Guardian (Legal Signature)