

TOP TIPS FOR FILMING

SPEC REQUIREMENTS

- Minimum resolution should be 1080p HD (this will be most modern video cameras, new iPads or tablets)
- Any type of video file is acceptable (MOV, MP4, WMV, etc)
- Any type of photos are acceptable but must be landscape, in focus and the original image not copied and pasted on a document.

FILMING TECHNIQUES

- Have a camera fixed to tripod or rest on surface when recording shots (hand-held will not look good when combined with lots of still shots)
- Record in landscape/widescreen (sounds obvious but many send us video footage recorded in portrait on their phones)
- Record with light behind the camera—please don't record into the light or window
- Check footage is in focus (tap the screen to re-focus if recording on an iPad/tablet)
- Types of shots — medium shots for interviews (head and shoulders), long shots for seeing what is happening in the setting, close-ups of products and hands and other actions or people (we can edit these together later)
- Try not to have shots last for longer than 10-20 seconds each (unless its an interview of course)

SOUND CONSIDERATIONS

- Record indoors and in a quiet place
- Use a microphone if possible or just have the camera fairly close to the interviewee
- Ask open questions or give sentence starters

TRANSFERRING—options for getting the files to us

- 'We Transfer' link
- Upload to 'Google Drive' and share a link
- Upload to 'Dropbox' and share a file



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