



Video Reporting

# FILMING YOUR VIDEO



## *Filming Your Video*

### Getting your equipment ready

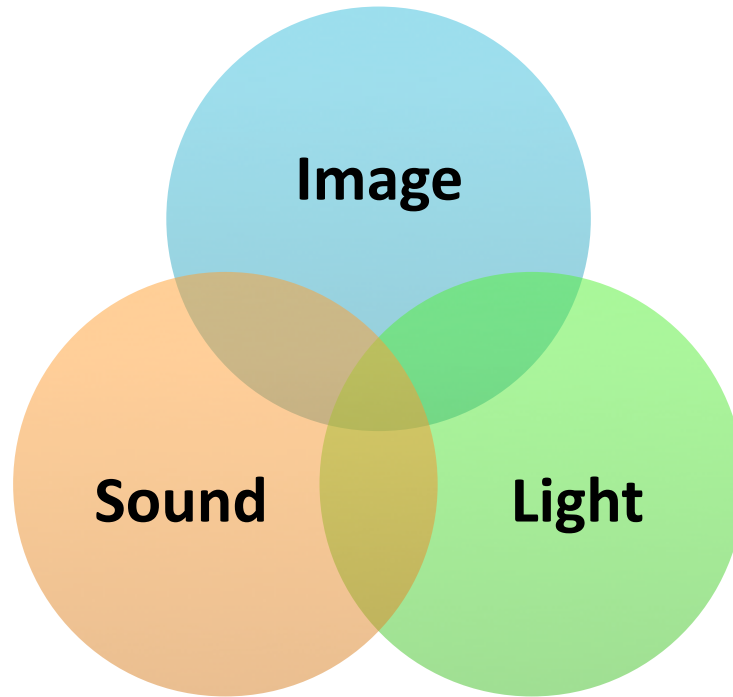
- Be sure you **know how to handle your recording device**
- **Recharge the device the night before** and bring replacement batteries if you plan to record more than 30 – 40 minutes of footage
- Make sure you have **enough memory space / tape** for your purpose
- Choose the **appropriate video resolution**. For web purposes anything around 640x360 px will do.



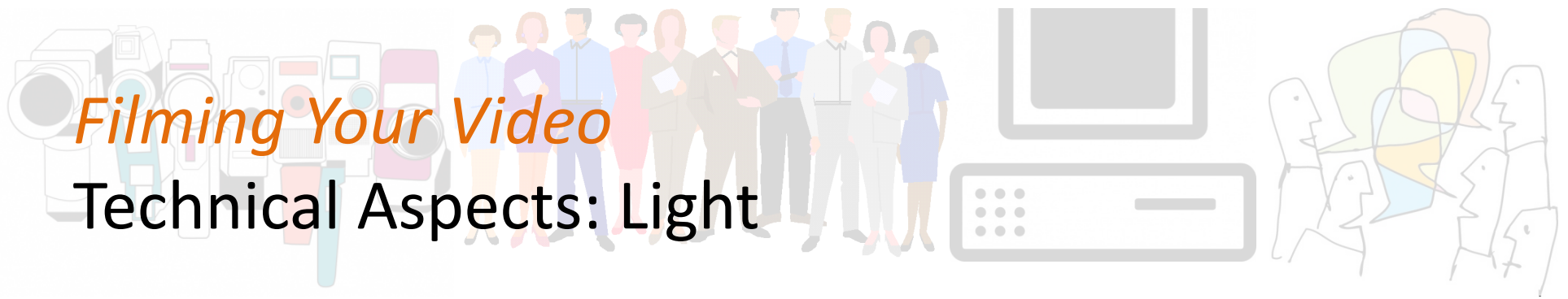
## *Filming Your Video*

### Technical Aspects

- Three things to constantly keep in mind: can be stressful!



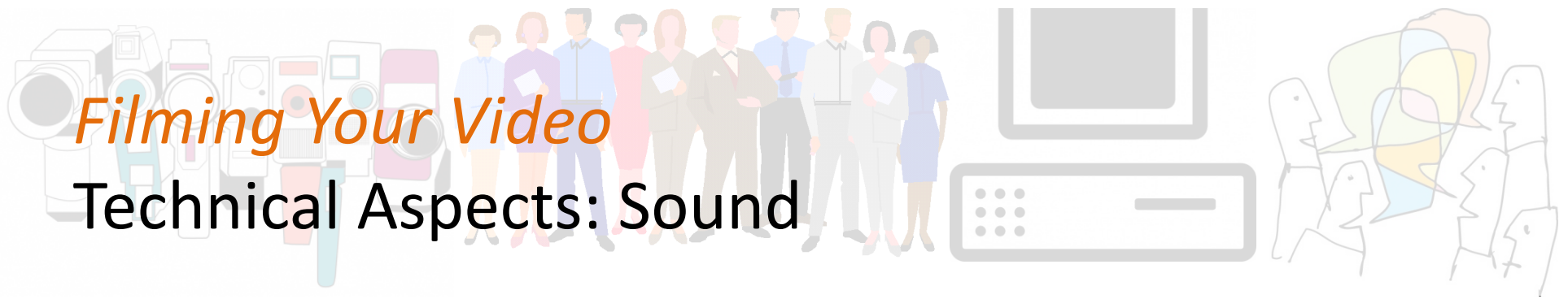
- Insufficient quality of any of these can make the entire footage unusable



## Filming Your Video

### Technical Aspects: Light

- Light is the most important aspect of the image and can make all the difference between boring and vivid, visually pleasing footage
- General rules:
  - **The more light, the better the image quality.**  
Natural light is brighter and more balanced than artificial light.
  - Never film people against **back light**. Avoid light sources from directly above or below the person. Ambient light tends to produce better results than hard punctual light.
  - Ideal light for interviews: front light, slightly shifted to one side to model the face; **eye light** to animate a face.



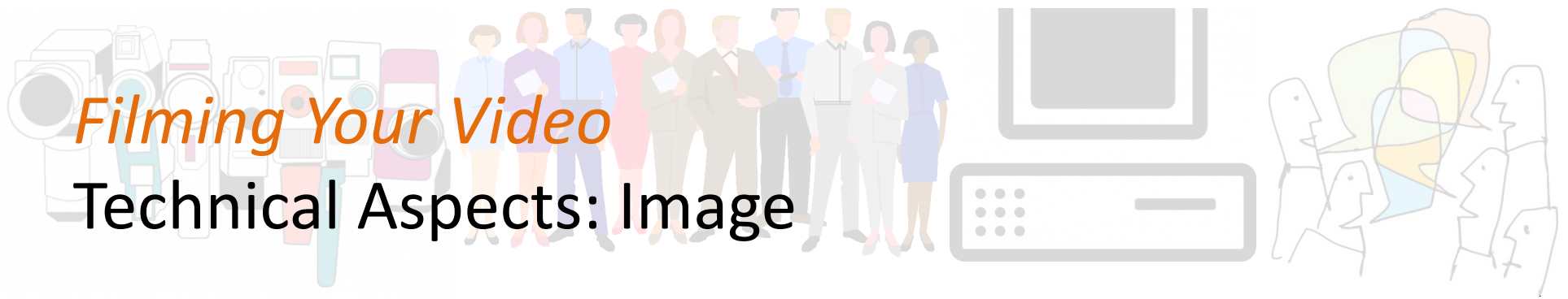
## *Filming Your Video*

### Technical Aspects: Sound

- **NO BACKGROUND NOISE!**

The human ear does a great job at focusing on the relevant sound source – cameras don't!

- **Take your time to find a silent place** to record an interview and ask people to **talk slowly and with a firm voice.**
- What does the ambient sound tell to support a story?
  - Chit-chat of a coffee break
  - Traffic noise
  - Wind



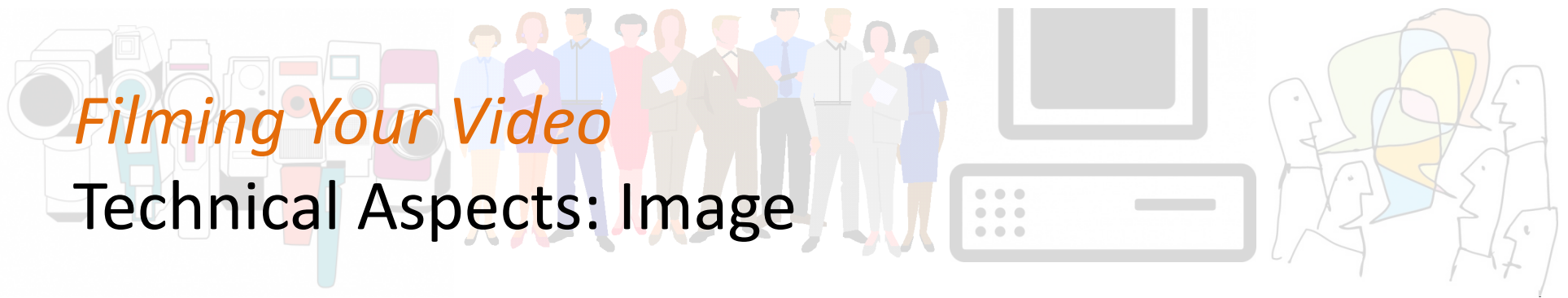
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### Technical Aspects: Image

- **NO SHAKING**

Pay particular attention to holding the camera as steady as possible, or use an improvised support or a tripod.

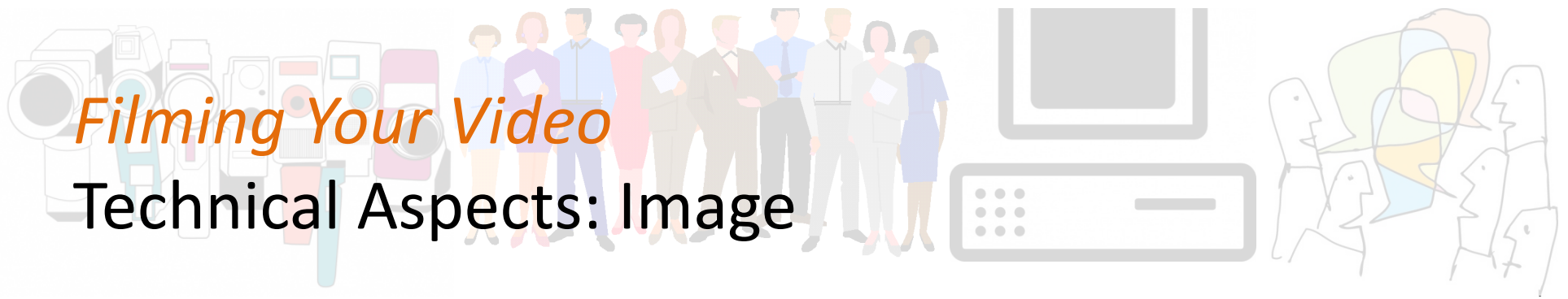
- The closer you zoom in, the more difficult it is to get a steady image.



## *Filming Your Video*

### Technical Aspects: Image

- One of the most difficult tasks: getting sharp footage
- Autofocus often produces noise
- Best practice:
  - Deactivate continuous autofocus, zoom in to focus on your subject, then zoom out and keep the same distance
  - The wider the angle, the better
  - No distracting moving objects in foreground and background
  - Don't move your camera



## *Filming Your Video*

### Technical Aspects: Image

- Take a few seconds to frame the shot, then start recording
- Harmonious composition: Same principles as in photography
- Calm and ideally meaningful background
- Golden Cut, hair cut, 1/3 rule
- 16:9 vs 4:3



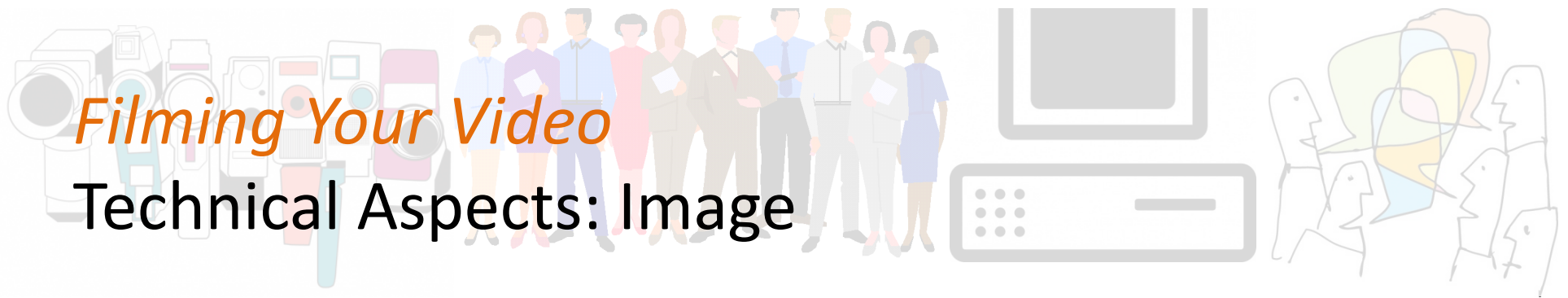




*Filming Your Video*

Technical Aspects: Image





## *Filming Your Video*

### Technical Aspects: Image

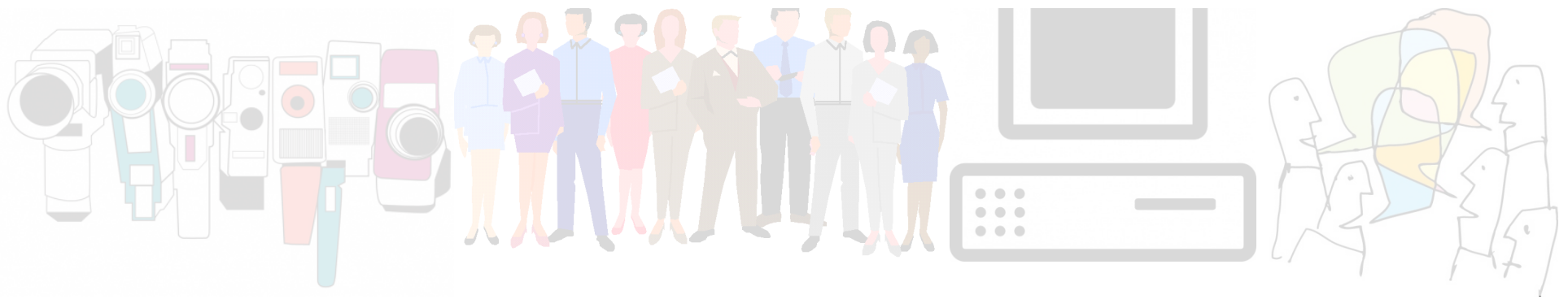
- General rule: 50% close-ups
- Stop at regular and logical intervals
- Takes of at least 10-20 seconds... and keep the camera on for a few seconds after the action



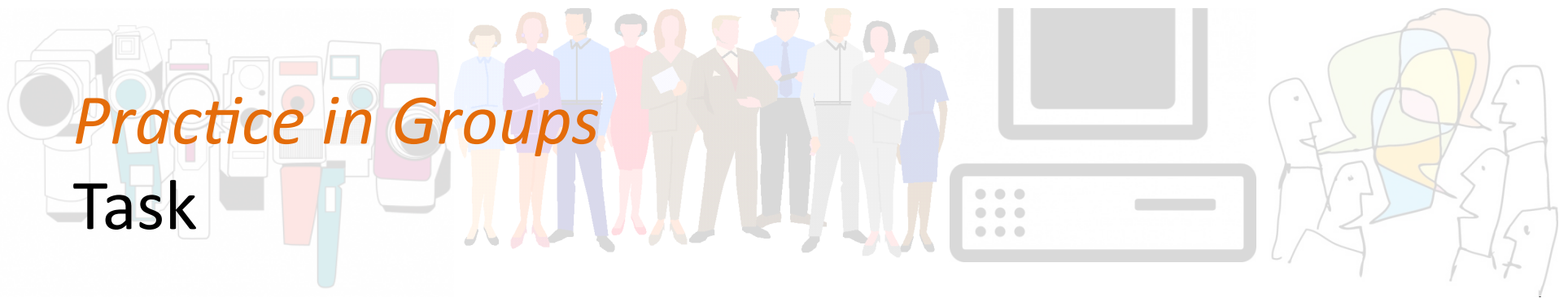
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## Final Notes

- Practice, practice, practice!
- Keep calm and make mistakes; even professionals make them regularly!
- Team up with a colleague to make filming easier
- Checklist



# **PRACTICE IN GROUPS**



- Make groups of 5
- Assign roles:
  - 1 interviewer
  - 1 interviewee
  - 1 camera person
  - 1 observer for technical aspects (light, sound, image)
  - 1 observer for content/interpersonal aspects
- Conduct and film a short interview about what the interviewee just learned
- 15 minutes for filming, 15 minutes for internal feedback





## *Producing Your Video*

### Software Live Demonstration

- Preparation: Setting up a folder that contains all the files, importing video files  
**DO NOT RENAME OR MOVE THESE FILES!**
- Introduction to the interface: Organizer, Timeline, Preview window
- Trimming videos
- Adding titles, slides and still images
- Working with audio: adjusting volume, adding background music or voice-over track
- If we have the time: Transitions and basic image adjustments (brightness/contrast)



## *Producing Your Video*

### Exporting and Publishing

- Most programs offer standard export options for different media; some of them are proprietary.
- In the advanced options one can specify file format, codecs, video resolution, bitrate etc...

#### **Best practice for web streaming (advanced users):**

- MPEG-4 / MP4 / M4V format with H.264 encoding (universal support)
  - Resolution around 640x360px
  - Bitrate of around 512 kbps
- YouTube converts videos, so anything can be uploaded