

Myclubmylife.com Video Production Guidelines

Keep Videos to Three minutes or Less:

There' nothing worse than a boring video that goes on an on. If you have video content that is of long duration, break it into smaller pieces. Not only does this make for better viewing pleasure, it also keeps the user looking for more.

Before making the movie, ask yourself the following questions:

- Why do I want to make this movie? What am I hoping to accomplish?
- Who is my audience?

Audio

Audio is just as important as video -- if you have bad audio how good is your video?

- When possible, do not use the camera's built-in microphone.
- Use an external microphone whenever possible.
- Bring extra batteries.

Take time to do an audio check. Hit record on the camera and talk into the microphone. Be sure and talk long enough to get a good idea of what the audio is going to sound like. This will also give you a chance to set the levels for the audio.

One of the most important and overlooked aspects of shooting good video is lighting. Lighting the subject properly can be the difference between a professional-looking video and video that may even be unusable.

- Keep your light level high as possible. Video cameras work best in a certain range. Lights that are too bright wash out the subject; video lit too darkly ends up grainy and won't have enough color to realistically reproduce the image.

Shooting the Movie

The final product, streaming media and size limitations should be in your mind as you are out in the field.

Your biggest challenge is creating acceptable data rates for the web. Data rate is the quantity of information flows through the network connection to your viewer's computer. It determines connection speeds and quality of the streaming image of your movie. Here are common scenarios with production tips to reduce data rates while creating quality video.

OUTDOOR INTERVIEW

Audio

- Use a handheld microphone to minimize the sounds of streets, cars, running water, etc.
- Use headphones to accurately monitor the sound of your recording.

Lighting

- Position your camera so the subject is not staring into the sun. This can wash out the subject and be unflattering.
- Watch for shadows on the subject's face. A large white piece of poster board can serve as a cheap reflector board to even out shadows.
- Minimize lighting and shadow issues by shooting outside in the morning or at dusk when the light is softer.

Framing

- Position the subject in the opposite 2/3 of where they are looking.
- Avoid having the subject talk into the camera unless they are addressing the audience.

Conserving Data

- Use a tripod.
- Avoid moving backgrounds like cars, trees in the wind, crowds of people and fountains.

OFFICE/CONFERENCE ROOM INTERVIEW

Audio

- Use a handheld microphone to minimize unwanted sounds like air conditioning or rustling papers.
- Use headphones to accurately monitor the sound of your recording.

Lighting

- Avoid putting the subject in front of a window. Work with the natural light or avoid it. Place the camera between a window and the subject.
- Fluorescent lights can give a subject an unnatural skin tone. A small halogen desk lamp can be a simple alternative to fluorescent lights when lighting a single subject.

Focus

- Set camera to manual focus when dealing with a seated subject. This prevents focus from shifting if they move their hands. Manual focus is not always an option but low-light situations can cause auto focus to shift. Pay attention to your camera's behavior.

Conserving Data

- Turn off or eliminate computer screens in the frame. They will flicker in the movie.
- Avoid detailed backgrounds like bookshelves or complex patterned textiles
- Use a tripod.
- Maintain a static shot if possible – try to not zoom in and out.

Framing

- Don't leave too much room above the subject's head. 1/3 of the frame is too much.