



VIRAL ST JAMES

Filming Guidelines for viralstjames contributors

As we are going to be releasing a lot more video material to support , encourage and connect with one another via viralstjames over the coming months, it is important that the quality of what we produce does not get in the way of the messages we want to share.

Therefore, I have made a list top-tips that will ensure the end product is good and that will make your work easier for our editors to work with. Also, please look at the links below before filming:

Top Tips

1. Before filming anything check the video record settings of your camera, especially if using a phone, tablet or laptop camera. Set these to the highest quality possible. (Search YouTube on how to do this for your device if you don't know how.)
2. ALWAYS film in landscape mode. (Remember TVs are landscape!)
3. If the subject is stationary use a tripod or secure the camera so that it does not move. There is no such thing as a steady-hand, and the slightest camera movement is noticeable when watched on a large screen.
4. Check the sound quality of your recording. Record a small bit first and listen to it carefully. If the sound quality is poor, there is v little that can be done during editing to improve the sound. Make sure you are close enough to the microphone on your device. Watch out for background noises, and for the noise of wind if outside (this will be recorded much louder than you hear it).
5. Check the light quality. Make sure what you want us to see can be seen.

This link gives a bit more details to some of the tips above:

<https://digitalcommunications.wp.st-andrews.ac.uk/2016/03/23/8-tips-on-recording-professional-video-with-a-smartphone/>

This video has some good advice for using smartphone cameras (some of the advice is high-end stuff and can be ignored – unless you want to get creative):

<https://www.youtube.com/watch?v=7YLKcv69HQU>

This last video is a must if you want to do a 'speak to camera' piece:

<https://vimeo.com/401232380/a868a0e4c0?fbclid=IwAR2ATRfA8pD9OD-g4yCasO27ow99ZnNLNfIBSXdd1IPOE2BB0BRHxfiVm6A>