

An orange 3D-rendered mannequin figure stands with its hands on its hips, positioned behind the text.

ABZDESIGN GROUP

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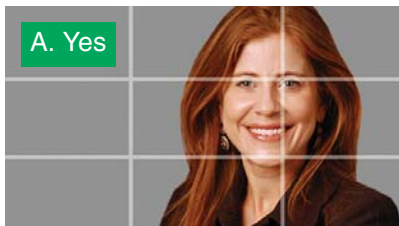
Video Interview Style Guide

Flip Camera - Post Production

Compose your shot.

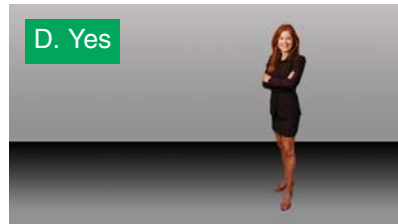
Take a breath, look at every corner of the frame and the background.

- Use a tripod if available - This helps with camera shaking.
- Learn how to use the the Rule of Thirds, and video framing techniques.



A. Subject's eyes are one-third of the distance down from the top of the frame, following the Rule of Thirds'

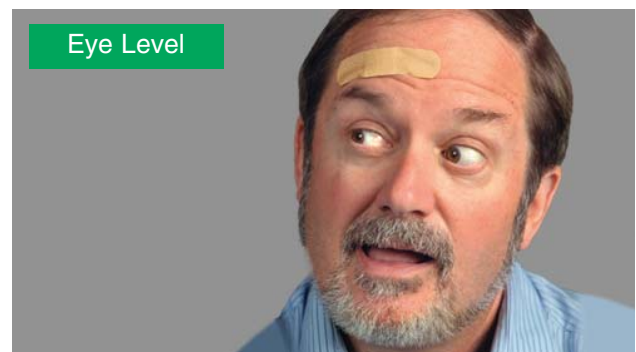
B. Demonstrates an excessive amount of headroom, with the subject's eyes and nose centered in the frame (a common mistake.)



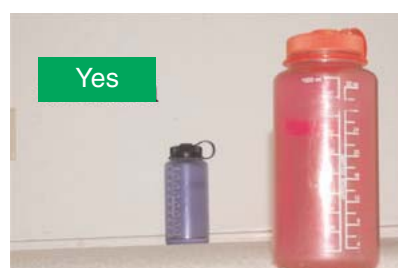
C. Using the Rule of Third's when zoomed in.

D. Rule of Thirds does not apply when filming the full figure. Center the figure in the space top to bottom.

- Keep the camera at the subject's eye level, unless you have a good reason not to. (Direct eye contact can be as engaging in a picture as it is in real life. When taking a picture of someone, hold the camera at the person's eye level to unleash the power of those magnetic gazes and mesmerizing smiles. For children, that means stooping to their level. And your subject need not always stare at the camera. All by itself that eye level angle will create a personal and inviting feeling that pulls you into the picture.)



- **No Distortion** In order to not distort the subject stand about 2 feet away from the subject.

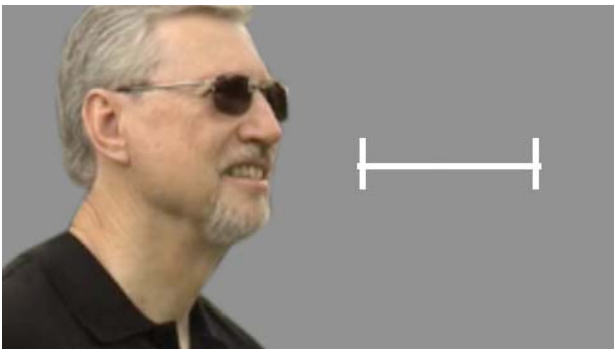


Adjusting the camera's distance from the main subject while changing focal length, allows the main subject to remain the same size, while the other object at a different distance changes size.

- **Plain backgrounds are best** - It shows off the subject you are photographing. When you look through the camera viewfinder, force yourself to study the area surrounding your subject. Make sure no poles grow from the head of your favorite niece and that no cars seem to dangle from her ears.



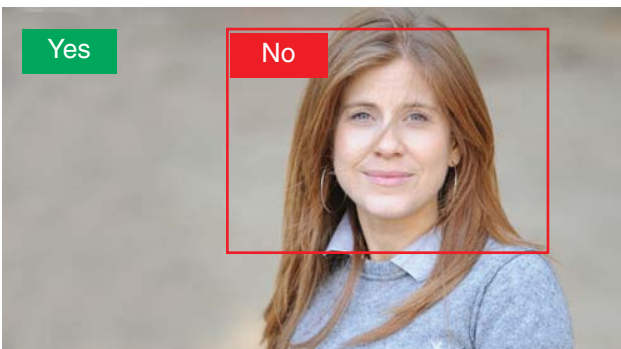
- **Lead with the nose** - Try to place subjects in the frame off-center, toward the side opposite the direction they're looking. Professionals call this the "lead room"



- **Don't chop the chin**



- **Don't zoom** -Using the zoom option on the flip camera will degrade your images (add more noise) and also add in the camera's instability. Hold camera 30" to 48" from subject so their head and shoulders fill the viewfinder. Shoot with the camera close to your eye level and face. Avoid using zoom. Instead move the camera closer or further away. The closer you are to the subject, the better the audio quality of the flip camera.



Lighting

Camera Controls - Beauty of the camera is its simplicity. So lighting tricks need to be accomplished through simple solutions using natural or ambient light. This is light that is produced by the sun or existing light



Check Natural Light (existing) - Normally there is not a lot of exciting light indoors. Open up blinds or shades. Turn on all available lights - overhead, lamps, under cabinet and move subjects as close as possible to the natural light sources or the main room light. Change your position to bring a subject closer to a main light source if the video is dark or has extra grain because of low lighting. The more natural light you have on your subject, the better they will turn out.

Add or Decrease Light • Shooting outdoors - Natural light is preferable to other light sources. Move the subject out of direct sunlight into the shade. Sunlight has harsh shadows. In this environment, it is best to use a reflector to catch light and move it where you want it. It creates a more "studio" environment.



• Shooting Indoors - Best to move the main light (like a lamp) closer to the subject. One of the best sources of light for natural lit photography comes from windows. Also, you can add light to a face by bouncing the overhead light onto a reflector pointed at the face.



Avoid Backlit Interviews - Do not position their backs to the sun, windows, or bright lights. Subjects will be dark. Potentially changing your position with the subject or finding even lit shade could be the solution.

Indoor lighting may not be strong enough - Use a reflector to bounce light from other light sources onto the face. Removing the lampshade and using the bare bulb can add more light to a room.



Audio and the Interview

Ambient Noise - Be aware of how much ambient noise there is. Sudden loud noises are worse than a steady hum of activity. Examples: Air conditioners, Loud computer humming, road noise, walking noises.

Environment - Shooting where there is action behind the subject increases the interest of the composition and can enhance the story. Find a spot out of the way, but in the subject's typical environment. Get details of the subject's routine, things they do every day, that will illustrate their character, their core values, or both. When shooting this type of content, treat the video camera like you're taking a photograph. Compose the shot and clean up the environment so the area is not cluttered. Never have the tripod or other photo equipment in the video frame.



Before and after the take - Hold the camera motionless on a scene for 10 seconds and let people/cars/objects move through it. If you want to follow or track motion, try to start or stop your movement with a still shot.

B-roll - If you have time B-roll is an option. Extra footage of the scene provides a visual overview and illustrates added detail of the story. It also helps the video in the editing phase if there are "bad" parts of the interview.

Making the subject comfortable - When interviewing someone, ask some softball questions first to get your subject comfortable. Look for an entry to a deeper discussion. Try to get them to summarize their thoughts in a sentence or two. Have fun with the process and don't worry too much about getting it "right." Good content will compensate for technical difficulties (within reason).

Battery Life - Flip video cameras require 2 hours to charge on your computer's USB. Each charge will last for approx. 1.5 hours of video. Plan ahead. If you have a Flip Ultra, they take 2 AA's. Swap in some new ones and you're good to go! Flip video cameras hold 1 hour of video content before they need to be "emptied". If shooting for more than an hour, either have your second camera ready to go or have your laptop booted up and ready to receive video.

Extra Gear

Tripod

Reflector