

AIA Filming Guidelines

Purpose

To assist youth in producing video content in the form of self-filming in a manner that is professional, consistent, and high quality and in a way that does not distract from the key messages and the advocacy.

Practice

Whether you have an assistant to film you or if you are recording yourself, do take time to read, and practise what you are going to say before you record. Taking the time to practise will allow you to engage more with camera and add the emotion and inflection in what you are saying to help convey the message. Very rarely will you get this in one take, do make sure you give yourself the time required to record what you are going to say.

Choose your filming location wisely

- Find a location that is well-lit with natural sunlight or plenty of indoor lighting
- Choose a quiet location with little to no background noise (street sounds, music, other people) unless you are going to record the audio at a later date and compile in the edit
- Avoid spaces with lots of echo
- Turn off air conditioners and heaters to avoid fan noise
- Ensure phones and noise-making devices are set to silent or airplane mode before shooting to avoid notification sounds, vibration noises etc.
- Find a seat for yourself that is stationary and quiet
- If you are doing a simple video message, make sure to choose a non-distracting background

Set Up Your Filming Device

- Set your laptop, phone, or camera on a tripod or steady surface
- Clean the camera lens before shooting.
- Film horizontally – landscape mode (unless requested to shoot in portrait mode)

Frame Yourself

- Position camera at eye level (if you can, avoid angles where the camera lens is looking up or down on you)
- Frame the shot in such away your eyes are about a third of the way down the shot, and you are centred in the frame from left to right.
- Mark your spot (e.g. with a piece of tape) to indicate where the character will be placed. Rehearse beforehand to see how far you can lean or move, to not cut off parts of yourself.
- If using a phone, use the rear/back camera as it tends to have better specifications.
- Do a short take or test run first to check that framing is good, picture is not out of focus or blurry, and the audio levels are good

Basic Don'ts

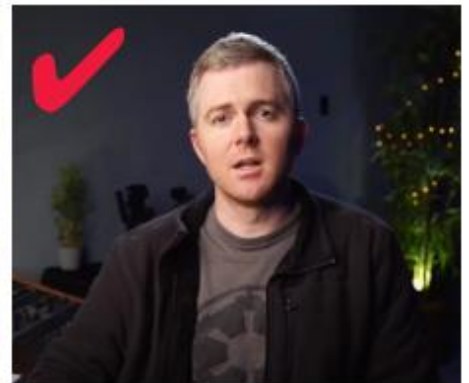
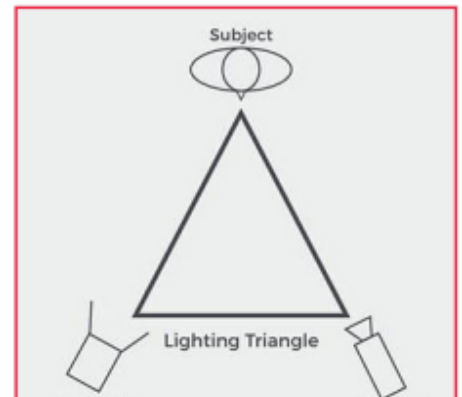
- Don't hold your camera while filming yourself in order to avoid shaky footage
- Don't read your presentation that is off camera or notes too much, to avoid looking off camera and distracting the viewer
- Don't face the camera towards a bright light source – you will become a shadow, and users will find it hard to find
- Don't avoid backgrounds showing other people, posters/signs that can be read, too much colour or pattern in the background, etc. this will distract viewers
- Don't sit in chairs with wheels/swivels, overstuffed cushions, or squeaky screws, this will distract viewers and disrupt your audio recording

Technical Information

Record full HD – this is typical of TV and displays used at events and is a common format for digital platforms such as YouTube – for landscape this 1920x1080, and for portrait this is 1080x1920.

Lighting

- Shoot in daylight if possible
- Position yourself so windows or your main light sources are facing you, not behind you. This will help to evenly light our face.
- When shooting indoors use a light behind the camera to light your face – such as ring light, or a light with a lamp shade so there are no harsh shadows on your face.
- Avoid overhead lights, and be aware some fluorescent lights will cause flicker in your camera, you may have to select an anti-flick mode for your camera.



Camera Presence

- Look at the camera at all times, pretend you are talking to the camera as a person
- Keep your hand movements to a minimum
- Stand/sit up straight
- Keep your hands to your side or gently folded in front of you (no crossed arms)
- Keep your shoulders relaxed
- Stay relaxed, don't forget to breathe, and if appropriate to the topic, smile especially at the beginning and the end of each response

Answering Questions

- When answering question prompts, please rephrase the question at the beginning of your response instead of jumping right into your answer.
- Start and end your answers with a second of silence, looking straight into the camera
- Start and end your answers definitively (Avoid starting every sentence with "so's" and "um's" and ending with upward intonations, like you would when asking a question)

Clothing and Accessories to Avoid

- Clothing with colors that blend in with your background
- Patterns (stripes, plaids, polka dots)
- Shiny fabrics or jewelry
- Visible labels, logos, text, images
- Wrinkled clothes
- All white or all black clothing
- Noisy accessories that could interfere with your audio

A Few Other Helpful Hints

- Do a short recording test to make sure you can see and hear yourself clearly
- Have water handy for clearing your throat