

## PRACTICES : WEB VIDEO

### BEFORE YOU START...

- Check your equipment before you start recording or interviewing.
- Whenever possible – use a tripod to have steady pictures (even a cheap tripod helps)!
- Sound check – test if the sound works well before starting (soundless video is almost useless)!
- Brief the “talent” not to wear checkered suit coats or ties to avoid blurring and flickering effects! Monochrome pieces of clothing work well.
- Choose a bright and quiet place for the recording.
- Avoid having light sources from the talent’s back - ie don’t position the person you are interviewing in front of a window.
- Always focus the display detail on the person not on things surrounding him or her – recording a small person in a corner of a big room does not work well – close-up views work better!
- During an interview sit or stand beside the camera – the picture will look like you are in a dialog situation
- If you are recording a presentation, stand behind the camera and look at the presenter and have him/her look directly at you. The picture will look like the presenter looks right at his audience
- Try to have the presenter and the interviewer stand for the interview – the voice sounds much better as standing lowers the diaphragm

### INTERVIEW SESSIONS

#### Prerequisites

- Send the interviewee a template with your questions in advance
- Discuss the questions in a short briefing before shooting the video

#### Recording

- If possible, have participants stand while recording the video as your voice sounds much better
- For a five minute interview, two or three questions are more than enough
- Talk with the interviewee just before starting the recording. Try to help them feel relaxed so that they look happy and relaxed in the first frame (not staring right into the camera with eyes wide open)
- Only give a very short introduction (who is to be interviewed, what’s the topic) as a lead-in
- Sit beside the camera – the interviewee should look at you during the recording, not into the camera
- Thank the interviewee at the end for participating in your interview.

## STATEMENT/PRESENTER SESSIONS

### Prerequisites

- Discuss the topic in a short briefing with the presenter before shooting the video
- Give some instructions to the presenter about clothing and duration

### Recording:

- If possible, have the presenter stand while recording the video as recorded voices sound much better when standing
- Position yourself right behind the camera and look at the presenter during recording – you become the audience
- The presenter should look and talk right into the camera lens during the presentation
- Talk with the presenter just before starting the recording – he or she should look happy and relaxed in the first frames (not staring right into the camera with eyes wide open)
- Have the presenter introduce him/herself at the beginning (name, role, topic)

## VIDEO FOR THE WEB

- Don't record in high definition – it takes too much computing power to edit and re-render your files
- Edit in the same resolution that you shoot in. It takes longer for computers to process and compress video from one size to another
- Integrate stills – if you have still shots or “infographics” that can help tell the story, incorporate them and record quick voiceovers to explain their relevance
- Quick wins – in the race to make the news, near enough is good enough. Especially if you are first
- Pre-prepare top and tail elements that can be quickly and easily edited together with your pieces
- If you have an iPhone you can send video directly to YouTube
- Vision without sound is almost pointless. Use a decent microphone so that you can reduce the extraneous noise – especially outside