

## How to film a Video-Statement?

🚩 Here are 4 basic guidelines for preparing the composition for the Video-Statement:

### 1. Avoid shooting into a window

When positioning your interviewee/yourself in front of the camera, you should never put them in front of a window if you can avoid it. Even on overcast days, the amount of light coming in through the window will be significantly brighter than the light inside the room. This causes an effect called “backlighting,” where the background will appear bright, but the front – especially the/your face – (of the interviewee) will be very dark.

### 2. Avoid shooting right up against a wall

Often what makes an interview visually striking is what is happening around and behind the subject. Besides running the risk of casting shadows, placing your interviewee/you directly up against a wall effectively prohibits you from taking advantage of what is called “selective focus.” You have probably seen photographs or scenes on TV and in film where a person is on screen and the background behind them appears blurry or out of focus. Selective focus makes your subject really pop on screen and draws the attention of the viewer. When a subject is shot right up against a wall or background, the entire plane of sight appears in-focus, making it difficult for the viewer to focus on one thing. A good rule of thumb is to get your camera as close as you can to the subject, and the background as far behind your subject as possible. When looking at the room you’re shooting in, mentally divide it in half and make sure you, your camera, and your subject are all on one side of the room.

If you’re shooting indoors, position yourself as far towards the back of the room with your interviewee right in front of you. This will ensure that a lot of space will exist between the back of your subject and the wall behind them. It’s best to find a deep and narrow space, if possible. Try to compose interesting visuals behind the subject, such as an arrangement of flowers or objects that allude the message or values being conveyed in the story. Anything is more aesthetically pleasing than a plain, white wall. Leave plenty of space between the back wall and the back of the interviewee. Once you master this technique, your videos will really stand out from the rest.

### 3. Make sure the room is well lit

If you’re a video newbie, you probably don’t have access to professional lighting equipment. Typically, newer HD cameras and smartphones operate very well in natural light. If you’re interviewing inside, turn on the fixtures and/or lamps in the room. Fluorescent lights tend to give off a cooler, blue/ pink toned light, while incandescent bulbs tend to have a warmer, yellow/orange tone. Sunlight – believe it or not – actually gives off a blue-toned light. Don’t be afraid to experiment with multiple light sources. Keep in mind that using overhead lighting exclusively can give your interviewee what’s called a “raccoon” effect, where dark circles appear around the eyes. If it is daytime, feel free to open the curtains or blinds – just make sure that the window (or any other light source) isn’t behind your interviewee.

### 4. Use the “Rule of 3rds”

When positioning, or “framing” your interviewee, try to position them either left or right of center. Ideally, the left or right vertical on this diagram should split the face of your subject right down the center. Among other things, this allows your background to stand out. Sometimes the setting of your interview can help tell the story, so don’t limit yourself. Placing your subject directly in the center can give the appearance of a police mugshot, especially if they are speaking directly into the camera.

## Checklist (before, during and after recording)

### *Before the recording*

- Is the camera/iPad/Audio Recorder working properly? (format SD card/check the capacity/data rate)?
- Gables, battery charger, extra batteries?
- Microphone check (extra batteries, electricity, power charger)?
- Tripod and camera plate ready and fit the camera?
- Extra cables and power sockets? Are the cables long enough?

### *During the recording*

- the camera is mounted on the tripod and good in place.
- check the framing
- sound is checked and works properly
- the natural light is used in the best way
- the interviewee and interviewer are position so that interviewer is not to be seen. The interviewer looks (and speaks) to the interviewee and doesn't look directly in the camera.
- avoid zooms and pans during the interview, the framing can be changed ONLY when the interviewer asks questions - NO reframing during the interview (just light camera movement allowed in case the interviewee is on the edge of the frame!

## Examples for editing software and screen capture:

### **CAMTASIA (PC & Mac)**

Camtasia Studio gives you the tools to record your computer screen and then turn those recordings into professional-grade videos. And once you've edited and polished your creation, you can share it directly from the app to YouTube, Google Drive, and Screencast.com. You can test out Camtasia Studio for free for 30 days.

<http://www.techsmith.com/camtasia.html>

## Other free editing options:

Windows Movie Maker (PC) – [How](#) to use?

iMovie (Mac) – [How](#) to use?