

Tips and General Guidelines for Producing Your Video

Scripting your video

- Building a general outline and script can save time and effort when creating your video.
- Scripts helps to ensure that everyone involved understands the theme and key messages.
- Here is a general guideline to determine how long your video might be based on word count:

Word Count	Video Duration
75	30 seconds
150	1 minute
225	90 seconds
300	2 minutes
375	2 minutes, 30 seconds
450	3 minutes
525	3 minutes, 30 seconds
600	4 minutes

Now you're ready to start shooting your film!

Shooting Video Messages

- Find an attractive backdrop to shoot your interview; maybe go outside if there is a quiet spot nearby. It is most important to find a quiet place without background noise like an AC unit or generator sounds.
- Try to frame your subject from the chest to just above the head. Offset your subject slightly to one side or another so that the editor has room to add identification graphics and subtitles when needed.
- Unless recording specifically for a video that is meant to be vertical, orient your camera or smartphone horizontally to capture a horizontal video.
- If using a smartphone, make sure you are capturing HD (1080p) video.
- The interviewee should wear solid colored clothing if possible; avoid heavily patterned stripes or plaids as this will create a moiré effect that can be distracting in the final video.

- When the interviewee delivers their message, have them look at the camera without speaking for a few moments before starting. When the message has concluded, please have them pause again for a few moments before looking away from the camera (this allows for smoother transitions in editing).
- Whether your video is question/answer format or a monologue format, get multiple takes! It's always good to have a few options for editing.

Sound Tips

- Remember that the microphone is on the camera, so the closer the subject is to the camera, the better the sound quality will be.
- Be aware that if you shoot in a place with a lot of background noise it is likely that your subject's voice will be drowned out. A loud truck driving by or an airplane flying overhead could be louder on the recording than you think, so pay attention to your surroundings.
- If you have a second device, like an audio recorder or a smartphone, you can capture separate audio by placing the second device right next to the interviewee or having them hold it just off-screen (if using a smartphone, you can record separate audio using a voice memo app).
- Use headphones to check the sound levels your microphone is picking up.

Capturing B-roll

The best videos are not just people talking, they are filled with action! If you can get additional footage to support your interview, here are some suggestions:

- Capture wide, medium, and close-up shots of your subject performing activities related to their interview so the editor can cut scenes together
- Capture scenic footage of the country, region, and village to set the scene and introduce region and landscape. Include scenery, crowd shots, city shots, and rural settings as is possible.
- Capture action-oriented b-roll of interviewees engaging in everyday activities, including household chores, school, work, meetings, training etc.