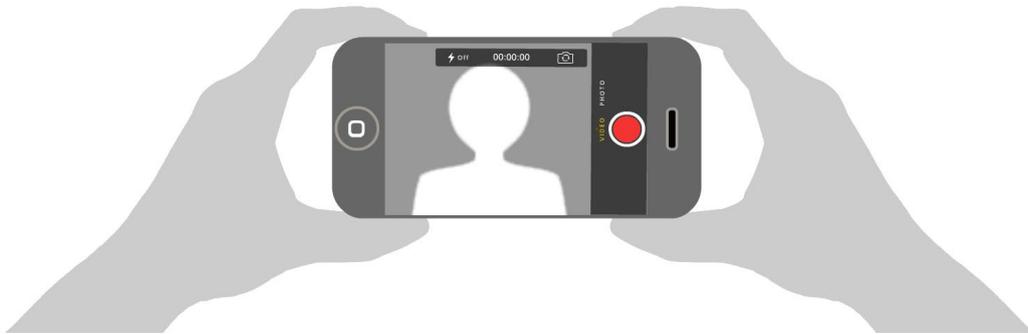


How to make a 1-minute video statement

Part 2: filming your statement

Before recording Like with every tool, you need to learn to use it. Here are the most important points you should know about your camera or phone:

- What video functions does your phone have?
- Where is the internal microphone and how good is it? What external microphone could you use for better audio results?
- Learn to hold your camera steady. Use both hands, and make slow movements.



Then there are a few things to prepare 1 day before recording:

- Charge the batteries!
- Make sure you have enough empty space on your device.
For example: 1 min. video on iPhone 5 = 130 MB

At the interview Keep these 3 factors in mind

- Light** Make sure the light shines in your favor: no back light, no top light, no direct sun light. Make sure light comes from front left or right, so that the eyes of the person in front of the camera are clearly visible.
- Sound** Pay attention to background noise. Our ears have the ability to focus on the sound source we want to hear. Microphones on small cameras and phones don't distinguish the voice from background noise.
- Image** Frame the person in front of the camera. The head-and-shoulders-shot is the most common for video statements: you see the face, as well as movements of the hand. Also think of a meaningful background.

Film procedure When you are ready to record the message:

- A. **Press START** on your camera and wait 2 seconds.
- B. **Then signal** to the person in front of the camera to start talking.
- C. **Once the person has finished** talking, wait 2 seconds and then press the STOP button.

This way you make sure that the entire speech has been recorded and you have enough film material before and after the speech to fade your video in or out.

Make it exciting Often the videos feel static, even though they are just one minute long. In this case I recommend:

- A. **Record the message in multiple takes** For example, divide your video into 3 parts: 1) introduction: the person's body is fully visible. 2) explanation: the camera films the head and shoulders. 3) conclusion: you move even closer showing the person's head only.
- B. **Go hand-held** Camera on a tripod produces stable images. To be more flexible, hold the camera in your hands.
- C. **Film additional footage** For more elaborate video statements you can film additional detail that you add when editing the video: You hear the voice but the image changes from the face to the hands, etc.

How to direct speakers If you are recording someone else's message remember that you take the position of a film director / camera man:

- A. **Explain** where and how the video will be used. This helps in drafting a focused statement.
- B. **Be well prepared** so you can give full attention to the speaker.
- C. **Listen carefully** to what the person has to say. You are the speaker's first audience and best positioned to suggest improvements.
- D. **Ask the question** Some people talk more naturally when they are being asked questions during recording.
- E. **Keep eye contact** Stand right behind your camera with the lens at eye level. The speaker keeps eye contact while on video it looks as if he/she looks into the camera.



If you want to learn more,
visit <https://filmthefield.wordpress.com>