

Best Practices for Video

VIDEO PRODUCTION DEFINITIONS AND SPECIFICATIONS

Resolution

Video resolution refers to the number of pixels that can be displayed in the motion image. The higher number of pixels available, the higher quality the image. It is usually quoted as width X height; for an example: "1920 X 1080". Though they are often shorthand to the second number in the ratio. In this case: "1080". Recommended Resolution for Production: 1920 X 1080 (1080p).

Aspect Ratio

The aspect ratio of an image describes the relationship between its width and its height, and helps to define the "shape" of the image. Some common aspect ratios:

- 16:9 (or 1920X1080)
 - Most common aspect ratio
 - Used on YouTube, Facebook, TV/Computer Screens
- 1080X1080 (or 1X1)—Twitter, IG (main feed)
- 1080X1920 (or 9:16)—IGTV

A-roll Footage

- Main footage of a video/shoot
- Delivers a majority of the narrative content
 - Interviews
 - Main camera of event coverage

B-roll Footage

B-roll footage is the secondary footage shot outside of the primary (or A-roll) footage. Which can then be edited together with the main footage to support the overall story and/or further illustrate a point.

A-Roll Footage (Interviews)

STYLE

Body position

- sit down interview
- standing, "on the fly", interview

Eye Lines

- Subject looking slightly off center
- Subject looking into the camera
 - Utilized when you want it to seem like the interview subject is talking directly to the viewer
 - Useful in social media centric videos, creating a personal connection that translates well in social

Lighting

- Natural, even lighting—achieved most effectively from natural sources
- Dramatic lighting

INTERVIEW SETUP GUIDE

Visuals

- Find location
- Determine lighting environment. Is there enough ambient (natural) light?
- Identify subject and camera placement in space. Find an area that would provide the most depth along the Z axis

Camera

- Place lens in longest (most zoomed in) position, check focus
- Camera either even with subject, or slightly below, pointed up
- Adjust f-stop and ISO as needed for appropriate lighting exposure

Audio

- Identify filming location that allows for most control over audio. Limit busy public spaces
- Use lavalier microphone, affixed to subject's clothing and hidden from sight
- Use on camera microphone only when necessary

INTERVIEWS: QUESTION TIME!

Before the Interview

- Prepare your subject
- If appropriate, send questions ahead of time if subject needs time to review content
- Advise subject on proper attire to wear. Solid colors are best, patterns sometimes read poorly on camera

During the Interview

- Establish the appropriate eye line for subject
- Instruct subject to utilize the questions in their answers. Example: "My favorite color is blue" not simply "Blue"
- Allow room for improvisation
 - Interview may reveal new information you did not know, allow subject room to venture into those talking points
 - This can create a sense of comfort for the subject, as well as come off very natural
- Listen to content of the subject's answers and begin "editing" in your head. This will allow for you to steer the question so that the answers provide the necessary elements for your narrative

B-Roll Footage

Purpose of B-roll

- Visual representation of elements being described within the A-Roll
- Breaks up monotony of constant A-roll
- Includes visual information to support material being conveyed in A-roll
- Can cover any edits necessary to the A-roll

Imagery should tell a story

- Establishing a location
- Showcasing an action
- Showcasing an emotion
- Capturing the "feeling" of a space and time
- Highlighting a specific detail

Technical Tips for Capturing B-roll

- Natural lighting is best—B-roll filming often does not allow for lighting setups
- Wide lenses (zoomed out) for locations and crowds
- Long lenses (zoomed in) for individuals and details
- Capture a lot of footage, when you think you have enough...capture some more
- Filming ratio
 - Scripted content: about 5:1 to 10:1
 - Unscripted: 50:1 or higher