



## **Instructions for VISConti Video Clips**

These instructions, hints and tips are for those of us who wish to make a short video clip presentation of creative ideas.

Video clips will be part of a video cloud of VISConti on Creativity.

The content will be about the project idea, where it came from, the functions or role the output would carry out if it becomes a reality.

We are giving you hints :

- to make your lives easier and
- so that videos look as professional as possible in spite of limitations in so far as resources are concerned.

The philosophy is that you do not need more than a personal video camera (or good phone) and a tripod to produce professionally looking video clips.

Videos do not need to be in one sort of format, so there is space for creativity regarding the video shoot. Be creative, interviews, storytelling; every creative idea to tell your story is welcome.

**The video is to be maximum five minutes long.**

### **I. General approach (start up)**

1. Decide which project / idea you will present
2. Decide who is going to work on the video clip with you
3. Together decide if the video is going to be an interview, a description of a project etc.,
4. Decide who is going to be in front of the camera,
5. Decide about the location where you will shoot the video,
6. Decide what images, photos, diagrams etc. you will wish to put in the video and
7. Decide who is going to be responsible for what in the video project.



## II. Important factors to consider for preparing the shoot

### a. Content

This is the required information your video needs to contain:

- 1.) Names and institution / company
- 2.) Name of project
- 3.) Basic ideas about the project
- 4.) What is the concept behind your project
- 5.) What was the trigger of the creation of this project idea
- 6.) URL address of site about project / concept if any



### b. Format

How do you want to tell about your project idea ?

- Interview
- Story telling
- Description about the project
- Commentary
- Other formats....

### c. Script



- Considering all the information that is mandatory in the video, think about questions that should be asked to the person who is interviewed / telling a story / commenting / describing.
- Prepare a script. ( improvisation is never good in front of the camera )
- Let the person/s read the script in order that one has confidence and fluent speaking in front of the camera.

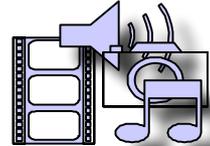
### d. Plan your shoot

Following factors should be determined before you start shooting:

- How many clips do you want to use? ie. will you be featuring different ideas in different clips or is this the only one ? ( part of getting organised and to try to vary the background )
- In which environment/s do you want to shoot your clip?



- Avoid as many background noises as possible.
- Is there a person interviewed? If yes, make sure that the questions are prepared and the interviewed person has prepared answers, to prevent non fluent speaking.
- If you use story telling as a style, prepare a text and make sure the storyteller can read / speak it fluently.
- If there are photos / diagrams / models about your project, plan when to use these in your video.



### III. The Shoot

When you are not shooting in your organisation but in another institution or company make an appointment.

Wherever you will shoot before you go make sure your video camera has enough battery power.

Ideally you use a tripod but if you do not have one get organised to put camera on a table or something. Never hold camera in your hand unless you are confident you want to make a style out of hand movement and shake...when you shoot a fixed point or a person in one position camera shake and movement can give viewer a headache.



#### Things to keep in mind when planning and shooting

**Time** : clips will not be longer than 5 minutes, this can be short and long at the same time. Make sure reading your script does not need more time. Tell this to your interviewee/ storyteller etc. so that he / she knows it is not a long thing but a short clip that gives a short insight into the project.

**Extra footage:** If you wish to shoot a bit of footage that is connected with the project i.e. diagrams, photos, models etc. we could use it to break the monotony.

**Some extra footage to help us break the monotony of same person talking in same position for a long time** : we would appreciate some footage that is extra to help us break and maintain the attention of the viewer. This could be some models, photos or diagrams etc.





**Noise and sound** : watch out for street or background noise. This can be controlled by time of day, space where you shoot. Stay close with the camera because you only have an inbuilt mike. 1.5 metres distance from mouth is best.



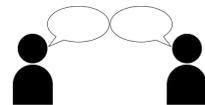
**Frames** : try to capture something interesting if the background permits it. An interviewee against a white wall can look like a police interrogation. So close with the camera but with wide zoom to get background...Don't zoom in but go close instead.

Did you check if there is a rubbish bin, ashtray, things that distract in the frame ?

**Note for Interviews:** Shoot preferably with camera not in front of the individual but an angle of 45 degrees to one side depending on what is behind the interviewee.

Head and upper torso of the interviewee should be towards the top of the camera to give us space for VISConti logo and subtitles. You can see what we mean if you see the videos here.

[http://rickscafenetwork.com/RICKScafe\\_LeadersoftheFaithvideo](http://rickscafenetwork.com/RICKScafe_LeadersoftheFaithvideo)



Head and shoulders of interviewee need not be in the middle of the screen because it is a boring shot, blocks all background and makes picture flat. Interviewer should preferably not be in camera but no harm in that.

Before you start shooting show interviewee how he / she looks in the camera - maybe flip over the view LCD screen - it helps make him / her at ease. Do NOT speak over the interviewee otherwise we cannot use the footage...

**Note for Storytellers:** Give us space for VISConti logo and subtitles, so keep in mind, that the content you are shooting is in the middle of the screen and there is some space around especially at the bottom.



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#### **IV. Editing your clip**

You can choose to edit it and send it to us in .mpeg or .avi etc. or you can send it to [visconti@vismednet.net](mailto:visconti@vismednet.net) and we can edit it for you.

#### **V. See your clip on the video gallery**

Please post any questions as comments so that we can give collective answers.

Thank you for your work !