

LEDFILMS

Lights, Camera, Action!

Home made video shooting guidelines

USI video productions

Content definition

Introduction

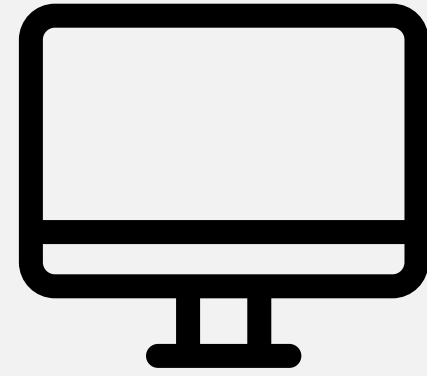
This guideline wants to just give you a few tips to be able to create a better video content. It will help you to shoot your own speech within certain rules, in order to create a quality standard for all the videos made from home and to align them with the videos filmed professionally.

Once you record your video, double-check it before sending and if it feels for you not good enough, repeat the recording again. Please take your time to produce the best video you can.



Video shooting tips

Device



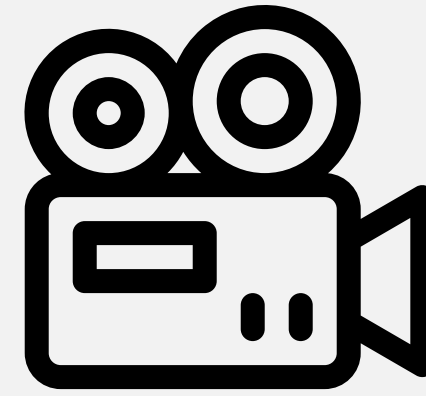
To record your video you can use your mobile phone or your desktop device. On your desktop Mac computer use Quicktime player (File/New Movie Recording) to record yourself. On a PC you can follow this link to get more info: <https://www.digitalcitizen.life/how-use-camera-app-windows-10-your-webcam>

Sound



Sound is very important and if you don't have an external microphone, we need to use the internal microphone of your device. To get a better sound quality, choose a quiet location, without noise, get closer to your device (keeping in mind the medium shot framing) and speak up and clear.

Framing



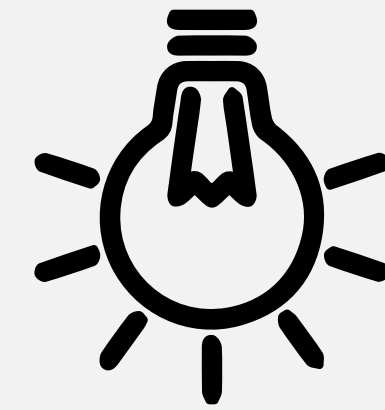
Use your device (mobile) always in landscape mode. Your frame has to be a medium shot (MS). Keep yourself in the center and leave the right amount of space over your head (don't cut your head). Try to place your camera at your eye level in order to have a straight framing (the parallels should be parallel in background if any). Keep your shot steady.

Location



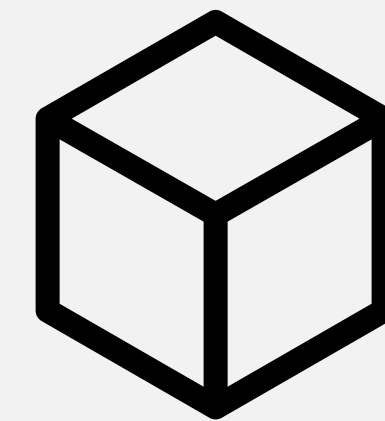
Select a bright location inside your home to shoot the video. Think about your background before recording your video. Pick a neutral background or something that can represent you.

Lights

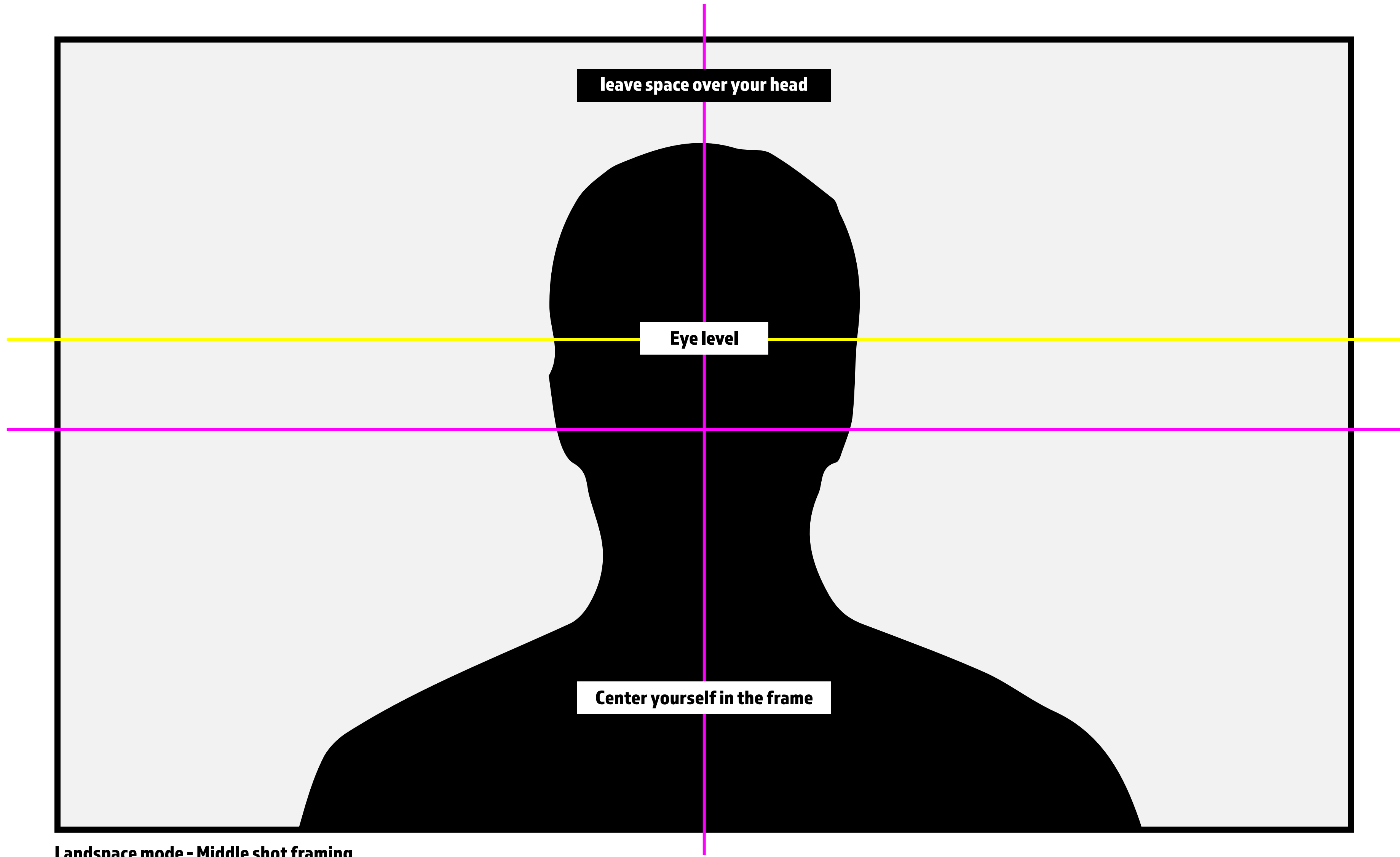


Shoot your video during the day (morning), in order to have a day light color temperature equal to all the videos. Place yourself near a window, but be careful about direct light and places with too much contrast between lights and shadows (foreground / background).

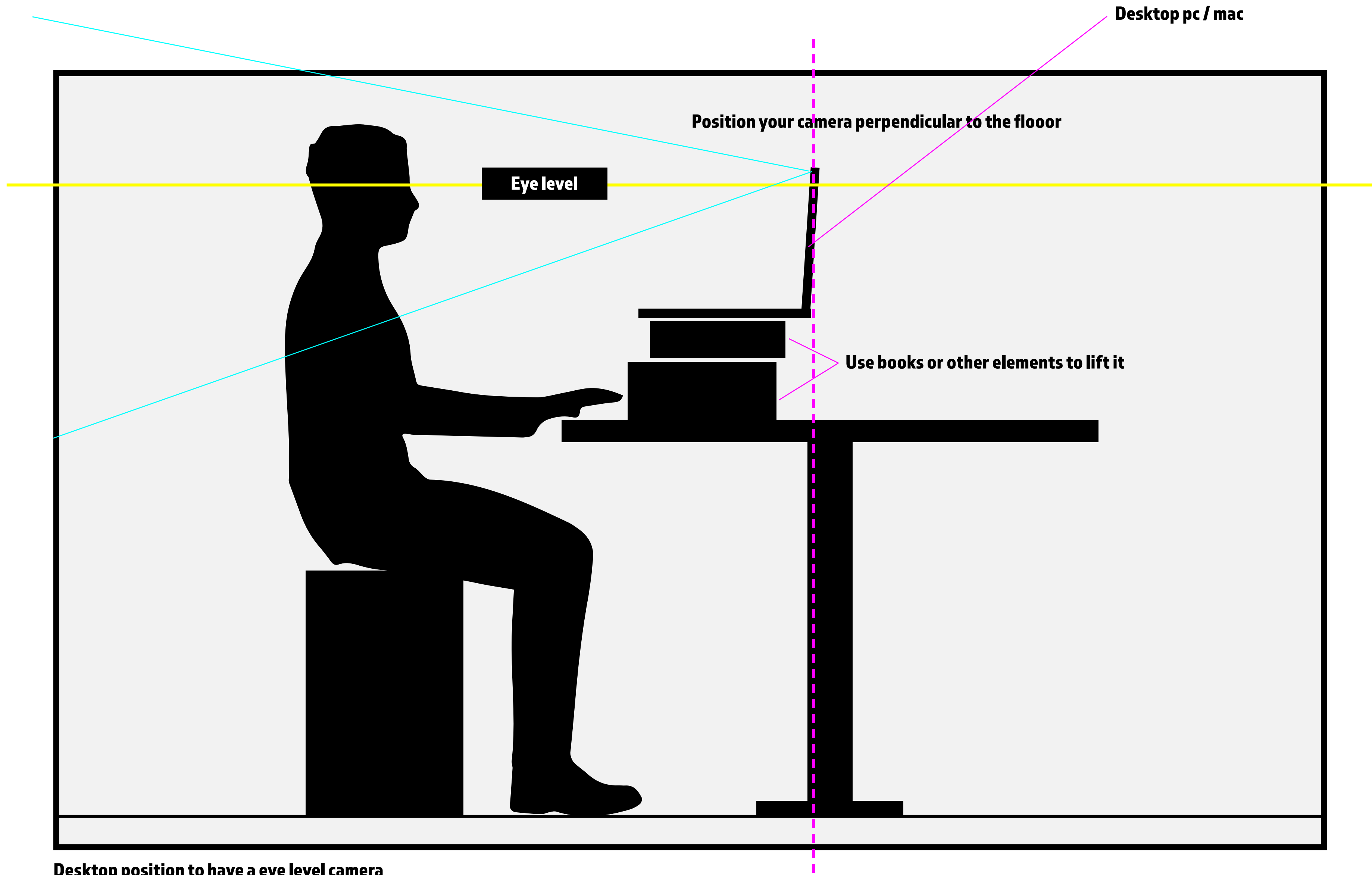
Delivery



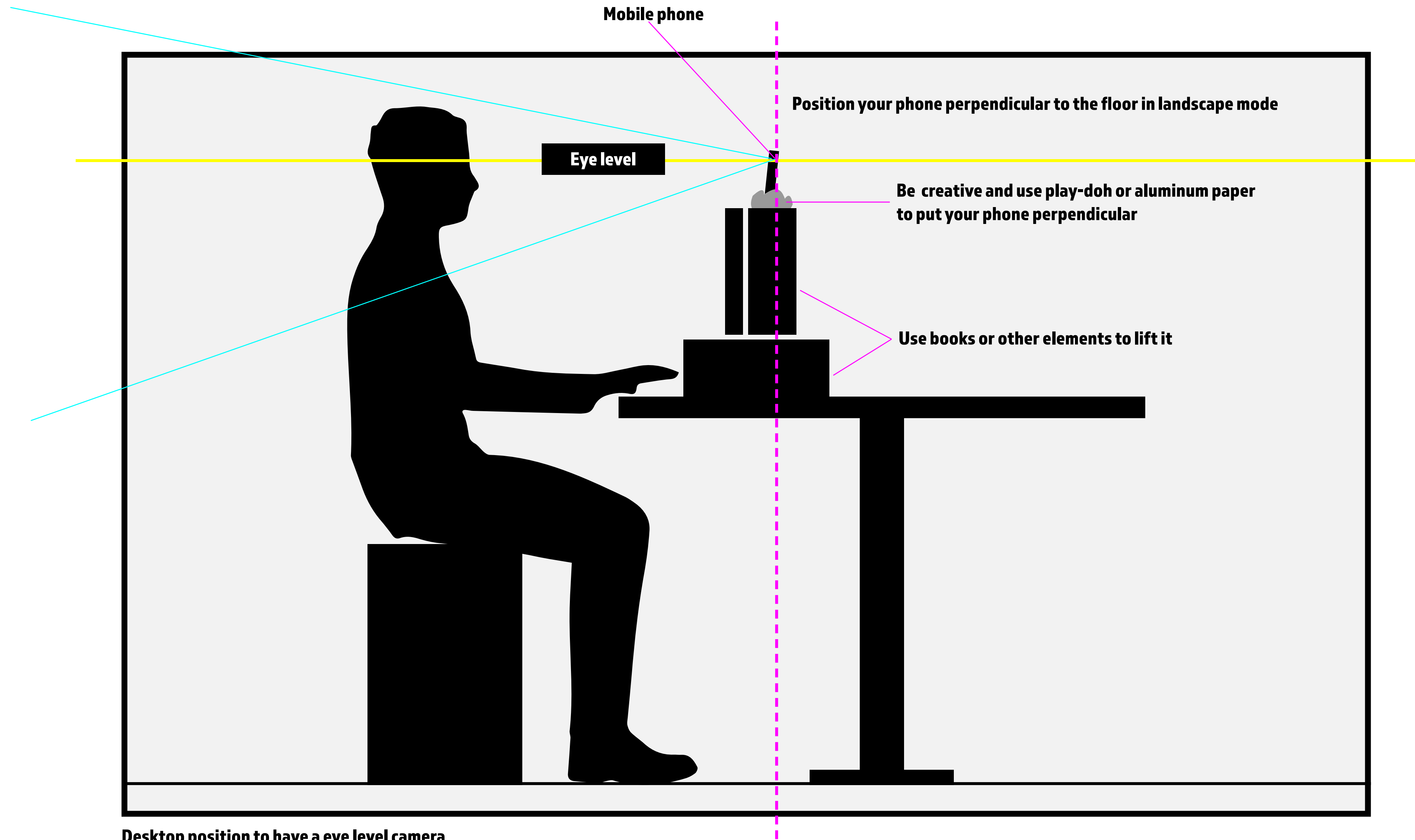
To delivery your video please use an online services like wetransfer in order to keep the video quality intact. Don't use WhatsApp or similar messaging services, because, videos get compress messing up the quality.



Landscape mode - Middle shot framing



Desktop position to have a eye level camera



Desktop position to have a eye level camera



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Script guidelines

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To organize the production and to create better content that fits the total video duration, please follow these guidelines in order to produce the right amount of minutes in your script. Each participant has a limited timeframe in the video, so is important to respect this guideline.



How long it should be?

Dialogues in film scripts are normally calculated one page equal one minute of video (indicatively). But film scripts have a specific format/layout, font size dimension, etc. In our case we can define 150 words to be around 1 min of a speech in video. Keep in mind that this is only indicative, because there are other components like; emotions, pacing, argument and speech techniques that can modify the length of it.

In this website you can check the numbers of words / characters in your script:

<https://wordcounter.net/>

Dialogue duration	Script
1 minute	1'000 charts or 150 words
2 minutes	1'900 charts or 280 words
3 minutes	3'400 charts or 500 words
5 minutes	5'300 charts or 800 words

Example 1 minute script

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150 words

Divide your speech

Your speech should be (when is possible) divided into clear blocks. This separation will help the pre-production team to define in advance different frames and camera angles within the shot, in order to create a dynamic sequence during the editing. This will also help you in front of the camera to have less things to at the same time.

The text blocks in your script will depend on your argument and on the duration of the speech. 1 minute script could be divided in 2, and 5 minute script could be divided into 4 main blocks.

Example

1 minute script division

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2 blocks

