

Filming your placement: 'How-to' Toolkit

Here are some simple tips to help you create better video content with your smart phone or digital camera.

Step-by step guide:

1. Plan the shoot.
2. Find an appropriate space to film. Check the following:
 - a) Is it a relevant space for your story?
 - b) Move things around to organise your 'set.'
 - c) Does it have plenty of natural light?
3. Frame the shot:
 - a) The most optimal place for the camera is the eye line.
 - b) Try to avoid low-angle shots.
4. If you are comfortable to do so, try to maintain eye contact with the camera.
5. Choose a desk or table to film from your laptop.
6. Close any windows to avoid street noise.
7. To avoid backlight and high contrast, do not sit in front of a window. Instead, sit next to the window for a balanced contrast.
8. Repeat takes and practice what you are going to say.

Filming B-Roll:

1. Film from different angles.
2. Film your favourite places during golden hour (shortly after sunrise or before sunset, when daylight is redder and softer.)
3. Film different shots:
 - a) An establishing shot.
 - b) Close-up shots and detail.
4. Film each shot for at least 10 seconds.

To record with your computer, you can use:

- Zoom
- OBS (open-source software)
- Teams

Software to edit your footage:

- iMovie (free for mac or ios devices)
- Davinci Resolve (free for mac, windows, or linux)
- Adobe Premiere Pro (paid)