



PRODUCE YOUR OWN VIDEO

1. PREPARATORY WORK

- Work according to a storyboard/concept, set maximum video length
- Set the camera correctly: Record at least in HD format (1080p, 24 FPS, MP4, H.264)
- Films with a smartphone, an SLR camera or an action cam: Record good quality image and sound
- For the best sound quality, a clip-on microphone is recommended (pay attention to the level, so that the sound is not overdriven). Check during the Record the sound with headphones through the camera. If possible, set the camera so that separate audio tracks are recorded.

2. LOCATION/SETTING

- In interview situations, show the protagonist in an authentic Environment/workplace
- Unstable background, as well as disturbing noises such as running Avoid machines and devices, music or talking personnel

3. FILMING

- Films in landscape format, portrait format only explicitly for social media
- Do not film against the light
- The protagonist or the object to be filmed should be well lit. (Additional light source recommended)
- Do not underexpose or overexpose the image
- Avoid zooms or unnecessarily strong movements during recording
- Use manual focus or autofocus for optimal sharpness
- Use a tripod for blur-free pictures

4. PICTURE COMPOSITION INTERVIEWS

- For interviews directly into the camera: position the camera in the middle of the picture (the eyes should be in the upper third of the picture), Position the camera at eye level of the protagonist)
- During interviews with interviewees, look sideways past the camera
- Film the protagonist standing up, not sitting down.
- The protagonist should speak as freely as possible and not read off any text

VIDEO-CHECKLIST

