

## Some Tips and Advice when shooting your video

To help you in the production of a powerful video, we have listed hereunder some tips and advice.

### **Making a storyboard:**

Our tendency when filming is to start shooting now, and think about our storyline later. This option is not the most time-efficient however, as you'll often realize afterwards that you didn't film things that you wanted to and have to go back!

To ensure a great video, it's great to sit down with your colleagues and make a brief storyline (or storyboard). What story do you want to tell with your video? Who and what do you want in your film? Is there a message you want to get across? Will you film mostly interviews, or will you use voiceover and images? Or just video with texts? Anything is possible, but knowing in advance your approach will help.

**Consent:** When filming patients in your hospital, it is advised to have them sign a consent form (see ANNEX below for example), giving you permission to film and reproduce their images.

### **Duration:**

As you've probably noticed, the most popular videos streaming the web today are very short; usually a maximum of 1-2 minutes. You should aim to also tell your story concisely, to keep us engaged! We'll accept videos with a **maximum video duration of 5 minutes**, but **highly recommend they do not go over 3 minutes**.

### **Camera:**

In today's world of advanced mobile phones, you don't need to purchase a high-tech camera to film high quality video; there's a good chance that you have one in your pocket. Most of the latest versions of Samsung, iPhone etc make for excellent film cameras. Filming with these smaller devices does take some practice though, so do some test runs before the final shoot! Handheld or professional cameras are also great, if you have them on hand.

No matter which camera you choose, you need to make sure it can **film in Full HD (otherwise known as 1080i or 1080p)** which means dimensions of 1920×1080px, and film at at least 30 fps (frames-per-second). You can check if your camera films in this format in its user manual, or by typing the model of your camera/phone online and checking.

### **Audio:**

Audio is very important for a successful video! Make sure your camera has good built-in sound (many mobile phone cameras have excellent built-in mics) – If you plan to dub some music or a voiceover (recording someone's voice speaking while looking images) over the top of your moving images, then it doesn't matter one little bit. If you plan to keep the original sound, the location of your filming is *everything* when it comes to filming without an external mic. Avoid tunnels and echo-y rooms for starters, while wind is notorious for killing nice sounds you want to capture. If you're interviewing a person, or want to capture quality speech, it helps if you're situated as close to the subject as possible. Avoid noisy

environments (outdoors, clinic) and always do a test to see if you can hear the subject well above the background noise.

### **Filming:**

There are many elements to filming to keep in mind to ensure you make a high-quality video. Luckily, with some quick tips and tricks, you can quickly make very professional looking videos in no time!

**Keeping a steady shot:** Practice holding your camera or mobile phone with a steady hand to avoid shaking during filming. There are small techniques you can adopt to minimize shaking. For example, always hold the camera with both hands, and keep your elbows as close to your body as possible, preferably rested on your waist – this provides the necessary support your arms need. If you're filming something static, for example an interviewee, then you may as well invest in a cheap smartphone tripod. The small investment is worth it.

**Framing, composition:** Essential and easy to do, once you know the basic rules. First, if you're filming with a mobile phone, the simplest rule-of-thumb is to ensure you always flip your phone and film in **landscape mode**. Otherwise, here is a [great short video](#) explaining the basics of camera framing.

**Lighting:** In general, make sure your subjects are well lit on their front side, and that there's not hard light coming from behind them (back light) or from the side (side light); these will create shadows on the subject's faces, making them hard to see. For subjects who have glasses, make sure that the light is not glaring and reflecting when you're filming. If it is, you might have to adjust their position.

### **Editing software:**

If you've never edited a video before, go with something free. iMovie for Mac and Windows Movie Maker Live for Windows are great for beginners. Additionally, there are tons of great mobile apps that are easy to use, searchable on google play or apple app store. There's a free version of VidTrim for example and a free version of Splice, which is an iOS video editor.

If you have experience and want to use more advanced programs (but not pay for expensive software), here's [a list of great free editing software programs](#).

These programs are all very intuitive usually in terms of learning how to use them quickly – they also have good tutorials in their manuals.

### **Final product format:**

When you've finished editing your video, you should ideally export in .mp4 or .mov formats. The export settings of your video should be the same as that in which you filmed it: Full HD (so 1080i or 1080p, dimensions 1920x1080) at around 30fps (if it exports at slightly less than 30fps, this is ok). This will probably be using a video codec H.264. Audio is recommended to export in AAC at 128 bitrate, 44.1 or 48 khz.

If your video file is too large exporting with these settings (over 2GB), you can export in Standard HD, 720p/720i format (dimensions 1280x720px). Also try setting your maximum export bitrate to 3000 kbps.

**That's it! Good luck with filming and we look forward to the results! 😊**

### Authorization and Consent to Videotape Photograph, Record and Publish

I, \_\_\_\_\_ (please print name), hereby authorize and give full consent to XXXXXX and its employees, agents, directors, officers, successors and assigns XXXX, to videotape hospital activities, interview me, record my voice, photograph me, use my name, picture, portrait, image, likeness and the materials and information I present (collectively, "My Information").

XXXXXX acknowledges and agrees that My Information will remain my property. I agree that My Information when combined with XXXXX material or other works created by XXXXX (New Material), such New Material shall remain the property of XXXXXX.

I hereby authorize and grant to XXXXX, without payment, the irrevocable and perpetual right to reproduce, publicly display, distribute through any means, publicly perform, and prepare derivative works, My Information now or in the future, for any educational purpose and in any manner including, but not limited to, composite or artistic representations, or recording in any form or manner and to use them in any lawful broadcast or non-media broadcast purposes, advertising, marketing, fundraising, publications, broadcast, electronic distribution, websites, medical programs, training, education or such other purposes as XXXXXX may deem educationally appropriate. In addition, any finished product containing My Information could be used without my final approval.

I have entered into this agreement in order to assist XXXXX in its mission of teaching, research, health care and public service and I hereby waive any right to compensation for the use or disclosure of My Information pursuant to this authorization.

I hereby hold harmless and release and forever discharge XXXXX, from all liability, claims and demands whatsoever arising out of or related to the use of My Information pursuant to this authorization.

In this agreement, the terms "photograph" and "record" shall mean motion picture or still photograph in any format, as well as videotape, video disc and any other mechanical or electronic means of recording and reproducing images and sound.

I hereby represent that I am at least eighteen (18) years of age and am competent to contract in my name (if not 18, must have the signature of a parent or guardian). I have read and fully understand the above.

\_\_\_\_\_  
Signature of Person Granting Consent

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name of Person Granting Consent

\_\_\_\_\_  
Address

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Signature of Parent/Guardian

Date

\_\_\_\_\_  
Printed Name of Parent/Guardian

\_\_\_\_\_  
Witness Signature

Date

\_\_\_\_\_  
Printed Name of Witness

If you have any questions, please contact XXXXXX's office at XXX-XXX-XXXX