

# ASALH-TV Filming Guidelines

## Planning Your Event

Plan/Practice your program first

- What are you sharing with the audience?
- Why is it important?
- What do you want them to know or learn after watching?
- What action do you want them to take?
  - For example, are they participating in a DIY project or a dance with you?
    - § If so, what materials do they need to participate?

Why should they watch you?

- How can you be engaging?
  - Watch online homemade videos you like and take notice about what you like and dislike about them. Apply what you've learned to help your delivery.
- Practice your diction – Tip! Smile When you Speak
  - Be mindful of how you speak.
    - § Are you a fast speaker? Try slowing down.
    - § Record yourself practicing, listen back and adjust accordingly.

What type of support does your program require?

Is it a lecture or panel discussion?

Who are your participants?

What platform will you use(i.e. Zoom or Google Meet)?

Do you need chat monitors?

### How Long Should Your Video Be?

- This depends on your segment, but generally try to keep your videos between 15-30 minutes.
- If you are doing an activity like a panel discussion, or genealogy workshop, these may be longer, between 30minutes to an hour.

### Dress Code

- Avoid Logos (this can lead to copyright issues) unless you are wearing your own brand's logo.
- Where plain colors or clothes that embody your experience
- This is a family event, please dress appropriately with that in mind.
- WEAR PANTS! We may be mostly shooting above the waist, but you may still be filming a wider view than you think. Wear something you'd feel comfortable standing up in.

### Consider Your Setup

Shoot with light shining **in front of or above you**, do NOT shoot with light behind you.

- Example, Do not shoot into the light, like in front of a window

### Setup Your Backdrop

- Are you in a kitchen shooting a cooking show?
- Are you filming outside for your meditation segment?
- Do you need to remove personal items? (i.e. photos, hygiene products)
- If you do not have a backdrop that contributes to the experience you are sharing, consider shooting with a bare blank white wall behind you.

# Shooting

## Holding and positioning the camera

- If using your phone, hold the camera HORIZONTALLY
- Look into the camera when you are giving instruction, it gives the feel that you are directly conversing with your audience

## Camera Settings

- If available, place your phone on 4k settings mode (or the highest available quality you can get on your phone like HD) ... this will improve quality and sharpness
- Reduce or eliminate background noise
  - Close windows and doors
  - Let those around you know they should limit their noise
- When you are filming yourself:
  - Camera should be eye level

## Shoot B-Roll

- Try to get B-Roll or “Background Roll” – This helps with the editing to make your video more dynamic.
  - When appropriate, get close up shots, slow motion shots, and slow pans (move the camera slowly along what you are displaying).
    - § i.e. these shots could include close ups of your food, slow motion shot of dancing.
- If you are performing music, for optimal results:
  - Simultaneously record yourself with your phone/camera performing while recording your audio (through an app like garage band or audacity with a high quality microphone). \*\*\*\*Note this is only for optimal audio results. If you do not have access to the technology to achieve this, you need not attempt\*\*\*\*

- When you have completed your take, you will send your video as separate parts.

§ Send your mp3 file of your audio recording

§ Send your video “performance” video

**Have FUN!**

- HAVE FUN! Laugh with yourself. Enjoy yourself!
  - Your audience can tell if you are frustrated or annoyed, so take breaks, do not rush yourself, and understand your audience is not expecting perfection. They want to feel they are interacting with you genuinely.

## **VIDEO FILE TRANSFER:**

**For programs involving either Ryan Heathcock or ASALH-TV Committee:**

Once you have completed filming, you videos will need to get edited together. We will have a team doing that for you. Simply follow these steps:

**Create a shot order list**

- List the order of the clips and a short description (i.e. Kitchen: close up of the apple pie) in the general linear order you’d like the video to flow. The editors will not edit it exactly as your sequence, but it will help them ordering and arranging the flow of your video.

### **Example of Shot List**

Video Sequence Order	Shot	Description
1	Welcome Scene	Welcoming everyone in Kitchen
2	Fruit Bowl	Close up of apples
3	Apple Toss	Slow Mo of tossing and catching apple

## **File Transfer (for all videos submitted to ASALH TV)**

You've finished shooting and now it is time to share your work. Most videos are far too large to send the file itself via email. Here are some options on how to upload a file to a video file transfer service:

- Sharing Through WeTransfer
  - [https://wetransfer.zendesk.com/hc/en-us/articles/202702233?\\_ga=2.144099893.1246968807.1585850828-94011810.1585850828](https://wetransfer.zendesk.com/hc/en-us/articles/202702233?_ga=2.144099893.1246968807.1585850828-94011810.1585850828)
- Sharing through Google Drive

Send files to: [asalhtv@asalh.org](mailto:asalhtv@asalh.org)