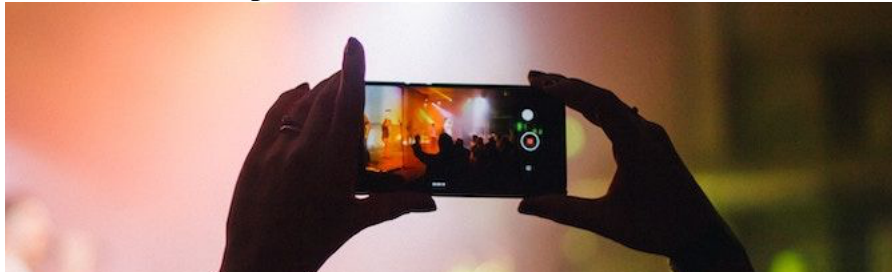


## St. Francis of Assisi Video Guidelines

Some Simple Guidelines to Help Your Video Efforts

### Record in landscape mode!



### Stability and focus

If you have a tripod – use it! If not, always use two hands and view through the camera. Using a smart phone in good lighting, the phone camera will auto-focus. You can also prop the camera up whatever is handy – *see the section below on “Eyes and Head” for additional pointers.*

### Turn on the grid for your camera



The grid helps you align your video against a line in the background to ensure you're recording straight videos and it used for composing the scene. See the “Rule of Thirds” below.

#### iPhone

- Launch the Settings app from the Home screen of your iPhone or iPad.
- Tap on Camera (Photo & Camera on some). You have to scroll down a bit to find it.
- Tap the switch next to Grid to turn it on.

### Shoot with the rear camera lenses

Using the rear camera to shoot will always look better than using the selfie camera, even when you’re filming yourself. But if needed, the selfie camera also works if you have no tripod and are filming yourself

### An Easy, but Important Tip: Clean Your Lens

### Use the “rule of thirds” to compose the shot



Position the main subject’s eyes in level with the top grid line. An ideally, place their eyes on one on the intersections of the grid. This is the “rule of thirds.” Our eyes are naturally drawn to objects that are slightly off-center rather than the center of the image. The four intersecting points are the most effective off-center points of visual interest.

Other composition: check to make sure there are not reflections in the “frame.” Check pictures, mirrors, etc.

## Eyes and Heads

Especially during “closeups” you want the camera either level with the person’s head/yes or shooting at a slight down angle to them. Never had the camera “below” shooting upward into the speaker’s face (*unless that is your cinematic intent!*) Also, if the speaker is reading from a script, it is important to have the script located right next to the camera lens so that their eyes are not continually moving away from focusing on the camera. It is like speaking to someone who keeps looking elsewhere in the room. An alternative to that is to position the person at an angle as though they were speaking to someone off camera with the script in that line of sight. But this method needs to make sense for the video you are shooting.

## Lighting

As a general rule, try to make sure that your subject is illuminated by a bright source of light that's ideally behind you the videographer. Use your smartphone's flashlight only as an absolute last resort. Always avoid back lighting (e.g., open window behind the subject). Make sure any shadows cast are not distracting. The parish has several portable lights that are battery operated if needed

## Use a Clean Background.

Be deliberate about the background you use for filming. Avoid a messy or distracting background.

## Take a still shot with your device

A still shot can be used as a “cover” for videos posted on YouTube – otherwise, during the loading process YouTube will randomly select four frames for use – and the images are always awkward!

## Audio

Smart phone audio pickup is generally good – just ensure that background noise is minimal to none. If you happen to have a microphone you already use, that connects to your phone, use it!

## “Zoom with your feet”

If you decide you want to “zoom in” or “zoom out” please don’t use the iPhone touch screen, simply move closer or farther away!

**Video setting.** If you look at the upper right-hand corner of the iPhone video screen you will see “HD 30” that is the default setting: high definition, 30 frames per second. If it is other than that, please “tap” it until you get back to “HD 30” (The options are HD and 4K plus 30 or 60)

**Recording: super important** – the video editor will need 2-3 seconds at the beginning *and* the end of the video clip for editing purposes (to transition between scenes – it’s called “trimming” or “fading”)

- Start the video recording on your camera
- Give a silent “three count” (3-2-1) and by hand signal indicate the speaker is to begin
- When the scene is complete, please ensure the actor knows to “freeze in place” for a three count
- Stop the video recording

**Play it back.** If you like the video and sound, so will we.

## Don’t text or email your videos to your computer (or to us!)

Texting or emailing your videos to your computer is a surefire way to get the lowest quality footage. It’s because videos are compressed when they’re sent via text or email. Your 50MB video could turn into a 3MB video, for example. That much compression will cause your footage to look pixelated and blurry. If you are using an iPhone, AirDrop is a great way to transfer the video to us. Other options include uploading your videos to Dropbox, Google Drive or a similar service and then sharing the file with us.