“Site Visit” Video Tips

Filming on your smartphone device

Adapted from work by Jeremy Make
#1 Rule: **Horizontal** Videos ONLY
But first!

- Make sure you have enough storage space on your phone to film
- Remove unneeded photos/video/music files that take up a lot of space
Filming Tips

• Keep a steady hand while filming - if you don’t have a tripod, hold the phone on both sides and keep your elbows close to your body.
• Move slowly – if you’re panning around a room or moving down a hall, move slowly and steadily.
• Zoom by getting physically closer – don’t zoom in on the phone (physically move closer to what you want to get a larger image of).
Sound

• **Put your phone on airplane mode!** This will keep any alert sounds from getting picked up by the microphone.

• **Interviewing:**
  • **Be as close as possible** to pick up the clearest sound you can of the interviewee speaking.
  • Be in a space with **zero ambient noise**.
Lighting

• **Film in bright areas** - bring in lights to brighten up an area that isn’t lit well
• Avoid shadows
• Natural lighting from windows can help light up your subjects
Permission

• Don’t forget to get permission of folks whose faces are being shown!
• Get forms signed where appropriate (ie; for any patients featured)
B-Roll Footage Ideas – aka extra footage for interspersing!

- 5 seconds of your organization’s logo
- Walking through the doors of your clinic
- Spaces in the health center like the waiting room, call center, patient rooms, vitals area
- Non-specific work, like staff on the phone, staff on a computer, staff using other technology, staff looking at data, staff in a meeting
You’re still in horizontal mode!!
Framing: what the camera sees

- Camera at eye level of subject
- Keep camera still/steady as possible
- Film about 2-3 feet away from subject
- Subject’s eyes slightly higher than center
- Tap phone screen once on the subject to focus and light
Sound – Silence is golden!

- Eliminate all background noise during interview
- Cameraperson should be silent too
- Ask one, short, open-ended question, and then pause
- Count to 10 after the subject appears to be done answering
  - Embrace the awkward; it’s filmic gold
  - Not a peep for 10 seconds
  - Only after 10 seconds should you stop recording
One last time.... **Horizontal** Videos ONLY
Sending footage to CCI

- The file(s) will be too big to send via email
- Upload to Google Drive, Dropbox or something similar and send the sharing link to:
  - meaghan@careinnovations.org
  - mobrien@careinnovations.org
  - kendra@careinnovations.org