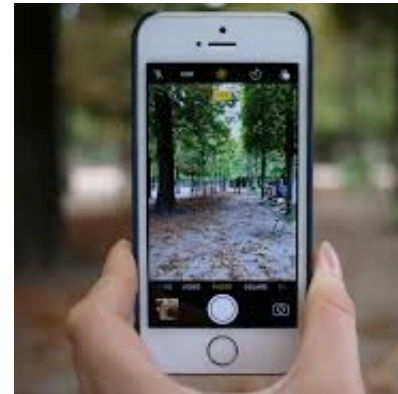
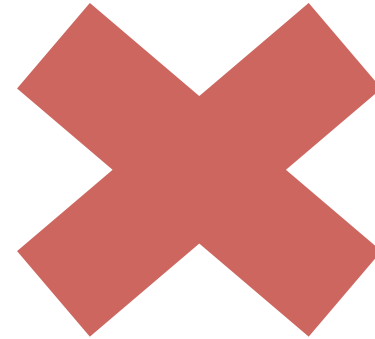


“Site Visit” Video Tips

Filming on your smartphone device

#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

More About Interviews on Camera



You're still in
horizontal mode!!



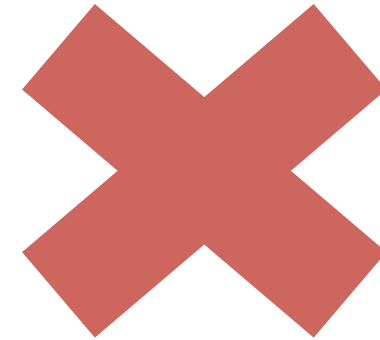
Framing: what the camera sees

- 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