



HOW TO MAKE A VIDEO



Contents

	Page
Introduction	3
 1. Planning	3
1.1 Objectives, audience and key messages	3
1.2 Structure and creative approach	5
1.3 Presenters and people who will be featured in your video	5
1.4 Consent forms	6
1.5 Filming children and young people	6
1.6 Locations	6
1.7 Story board	7
1.8 Developing content	8
1.9 Who will assist you in making your video	9
1.10 Deadlines	9
1.11 Budget	10
1.12 Planner	10
 2. Filming	12
2.1 Equipment	12
2.1.1 Cameras	12
2.1.2 How to use your camera	14
2.1.3 Tripods	15
2.1.4 Microphones	15
2.1.5 Lighting	16
2.2 Planning your shots	17
2.3 Lighting	18
2.4 Sound	19
2.5 Filming techniques	19

2.6 Rehearsal	20
2.7 Timing	20
2.8 Self-recorded videos	20



3. Presenting **22**

3.1 What to wear	22
3.2 Delivery	23
3.3 Engaging with the camera	23



4. Editing **24**

4.1 Editing	24
4.2 Using editing equipment	24
4.2.1 Windows Movie Maker (WMM)	25
4.2.2 How to add video or photos to WMM	25
4.2.3 Timeline and canvas	26
4.2.4 Which shots to use	26
4.3 Adding voice over (V/O) and music	28
4.4 Adding sub-titles	30
4.5 Transition between video clips; animating still images	31
4.6 Timing	32
4.7 Titles	32
4.8 B-roll	33

5 Uploading your video **33**

5.1 Uploading your video	33
--------------------------	----



6 Promoting your video **34**

6.1 Videos made for specific occasions	34
6.2 Who do you want to view your video?	35
6.3 Using social media to promote your video	35

Appendices

Appendix 1: Template consent form	37
Appendix 2: Planning checklist	40
Appendix 3: Checklist for people being filmed	42
Appendix 4: Checklist for the person delivering the guide questions	44
Appendix 5: Checklist for the person filming	45
Appendix 6: Translation template	46

Introduction



Video is a popular and powerful communications and training tool and is widely used on websites, across social media platforms and at conferences and events. Everyone with a smartphone or webcam on their computer has the ability to make and post a video, but affordable cameras and simple equipment can also be used to make and edit very professional looking videos.

In this manual we provide you with information, considerations and tips to help you plan, make and edit a video.

The information was prepared for a workshop held at the 20th EULAR Annual European Conference of PARE held in Lisbon, Portugal on the 25 – 26 February 2017.

Please note that whilst the basic information will remain the same, the technical information will need to be updated as new technologies become available. In the workshop we used **Windows Movie Maker** for editing videos, but there are many different systems available, which are not covered in this manual. The basic principles for most systems will be the similar.

Step 1: Planning your video (*pre-production*)



The more time you spend planning your video the better and the more focused and professional will be the result.

1.1 Objectives, audience and key messages

First consider the **objectives and audience** for your video. What do you want the video to do? Is it to inform and educate? Is it to change a mind-set?

For example, you might start by saying the objective of your video is to raise public awareness of rheumatic and musculoskeletal diseases (RMDs). This is very broad, so you need to define:

- Why do you need to raise public awareness of RMDs?
- If the public is your audience, are there any specific sections of the public who might be more important than others?
- What perceptions of RMDs do you want to change amongst the public?

- Are there specific misconceptions, barriers or challenges that the public need to be made aware of?
- What do you want the public to **think, feel, say** or **do differently** as a result of seeing your video?
- Do you have a **call to action**? For example, do you want to use this video to raise funds, or attract new members to your organisation, or campaign on a specific issue?

The more specific you can be about **why** you are making your video, **who** you are aiming it at and the **what** you want to result from people seeing your video, the easier it will be to develop your content and the more relevant and engaging the end result.

Think of your video in terms of telling a story, it will come across as more compelling and interesting than a series of dry soundbites. Think about speaking as you would to a friend or colleague. However, it is important that **key messages** are included in your story, otherwise people may miss the point!

A key message is a strong, concise statement that summarises - in a few words - the most important points you want to deliver to your target audiences. This could include:

- An issue that cannot be ignored
- Breaking news or a new discovery
- A compelling fact that demands a reaction, for example newly released facts regarding the number of people affected, the scale of a challenge, the economic cost, cost to society etc.
- A change of perception
- A call to action

When planning your video try to include **one to three key messages** and their supporting points in your story telling. In order to keep your contribution natural, relevant and on message:

- Keep sentences short and stand-alone – this helps reduce the likelihood of being taken out of context
- Develop your key messages in a style which works when they are spoken out loud
- Repeating key messages in your video will help ensure they are heard and remembered

1.2 Structure and creative approach



The beauty of a video is that it is a visual medium. You can **show and tell your story**: both talking about your personal experience and insights, or those of others in your organisation, as well as highlighting situations and issues visually. **Sometimes showing can be more effective and powerful than telling**, so consider what needs to be said as well as what can be shown when planning your video. For example, showing could include demonstrating an assistive technology; or taking your audience on a tour of your organisation and meeting members of your staff or volunteers, and asking them to describe their work, and why they feel it is important – or showing someone in a wheelchair at the bottom of a flight of stairs.

It is important to consider how you will open and close your video. The opening should really capture the audience's attention, making them feel compelled to watch the rest of the video in its entirety. Research has shown that most people will stop watching a **video after 8 seconds if you haven't captured their attention, so make sure your start is really impactful – visually or with a strong voice over.**

The end of your video should leave your audience with a clear key message or call to action – **what do you want people to know, think, feel, say or do having watched your video?**

1.3 Presenters and people who will be featured in your video



Who will present your video?

Who else will appear in your video?

- Your contributors are a really important part of your video. Those with speaking roles should be knowledgeable, genuine and passionate about the subject
- They should be confident and happy about being in front of camera talking about this particular subject. Don't make someone take part if they are not comfortable to do so
- Sometimes, a designated spokesperson may not be the best person to get your messages across. Look to see if there is anyone more relevant? Someone closer to the subject matter? Someone who created it, or has benefitted from it?
- When considering who will present and feature in your video, think about how they will appear on camera.
- Will their appearance enhance your message?
- Will they just be seen, or will they need to speak?

- Will we just hear their voice-over alongside relevant images?

Ensure you brief anyone who will appear in your film. Make sure they understand:

- The subject of the film
- Who it is aimed at (target audience)
- The key messages you want to convey
- What you want the video to achieve (change of perception / call to action)
- What you want them to do and/or say

Ensure everyone appearing in your film is happy and comfortable with their role before asking them to sign a consent form.

1.4 Consent forms

Anyone who appears in your video will need to sign a consent form before you begin and this will include yourself if you are presenting in a video on behalf of your organisation.

If you want to interview a child of 12 years of age or under, you will need to have signed parental consent. If you will be filming a young person of 13 – 18 years of age they will need to sign jointly with their parent or legal guardian.

See sample consent form in Appendix 1

1.5 Filming children and young people



Please be especially aware of the sensitivities around filming children and young people and always ensure the filming is appropriate and done with sensitivity.

Children should be accompanied by a parent, guardian or responsible adult at all times. You should not begin filming until a parent or guardian is present, and they should be present for the entire shoot

- Allow more time for breaks when filming children so they don't become overwhelmed or overtired
- Stop filming straight away if they start to feel tired or upset

1.6 Locations



Where will you film your video? Consider locations and venues that will best enhance your story. For example, you could show how RMDs affect the daily lives of people, or represent the number of

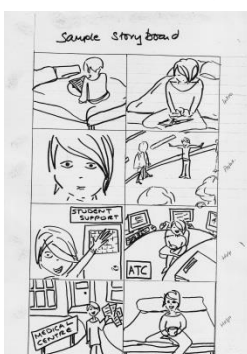
people affected through some visual comparison, or demonstrate the limitations faced by people in wheelchairs or with other challenges.

If you are going to film in public buildings or places, like shops, schools, work places etc., you may need to ask permission first. You may be asked to make your request in writing, so check this early in your planning. If you do need permission, make sure you have it in writing, before you start filming. Take the written permission with you when you go to film, in case you are asked to present it to security or relevant authorities. Filming in some locations and venues may incur a cost.

When looking for locations and venues consider the following:

- Do you need the location to be quiet and where you will not be interrupted?
- Or do you want it to be buzzy and busy to show a good turn-out or popularity?
- Is there enough natural light, or will you need extra lighting?
- Will there be enough space between the camera and people being filmed/ is there room to set up a camera and lighting for an interview?
- What backgrounds does it provide?
 - Do you need a clean, crisp plain white wall?
 - Do you want a nice looking backdrop, or is the background too cluttered and would be distracting?
- Check whether you need permission to film?
- Will there be any costs involved?
- Is it easy to access or park there?
- Is it possible to hire or allocate a part of the location for your sole use of filming?

1.7 Storyboard



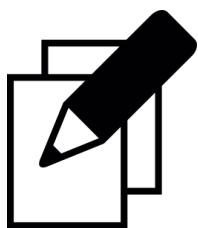
This is a technique used by film makers and you may find it not only helps you to plan your shots, but saves you time when you edit your video. Although this is an option, not a necessity, it is a recommended discipline.

A storyboard is a blueprint of what is going to be said and how each scene will ideally look, allowing you to map out in advance exactly what you will need to film for each section of your video. You will need to ask yourself:

- Where will you film?
- Who will be in each shot?
- Will you be filming them from far away, a medium close up (from their waist to the top of their head) or a close up (head and shoulders only in shot)
- How will you start and end your film?

Creating a storyboard will also greatly assist the editing process.

1.8 Developing your content



You will need to consider what is going to be said, as well as what is going to be shown in your video. Always think of your video having a start, middle and end. To develop your content you could start by developing a list with your key messages and then thinking of the most impactful order to put them across.

Also think about who would be the most appropriate person to talk about specific topics. This should not only take into account their qualifications, but also how comfortable they will be appearing in front of a camera.

Unless you are a professional presenter or actor, you will probably find it very difficult to memorise what you plan to say or find it unnatural to read from an autocue (an electronic device used by people speaking on television programmes, or large professional speaking engagements that shows the words they have to say while looking directly at the television camera or audience).



Guide or prompt questions are a list of specific questions intended to help remind the person or people being filmed what they need to cover in their section of the video. By responding to a question asked to them by someone in the filming team - rather than reading out a pre-written answer - sounds a lot more natural and genuine.

People generally struggle to remember what they need to cover if you ask them long and multi-layered questions. Make sure you break down your questions into shorter ones so your contributor only has to think of one or two issues at a time. So for example, instead of asking: *“How old were you when you were diagnosed, with what type of rheumatic disease, and how did you feel when you were told and what affect this has had on your life?”*...it would be better to break that into three separate questions: *“How old were you when you were diagnosed, and what type of disease were you told you had?”*; *“How did you feel when you were given your diagnosis?”* and *“What affect has your diagnosis had on your way of life?”*

Usually the person asking the questions does not appear in the video visually, or be heard asking the question. For this reason the person being filmed will be asked to re-phrase the question at the beginning of their response. So for example, if you are asked, *“Why have you come to the event today”* you need to start off by saying, *“The reason I really wanted to attend today’s event was because....”*

It is often a good idea to share and discuss the guide questions with the person who will be speaking so they are happy with the content and can rehearse before filming.

Some people will not need or want to have guide questions and will prefer to tell their story in their own words. If this is the case, it is important to encourage them to use short sentences and give examples to illustrate their points. If they start to ramble or to lose the point you may need to tactfully ask them to make their response again, but as a shorter version.

You will find tips for the person being interviewed in Appendix 3 and for the person delivering the guide questions in Appendix 4.

1.9 Who will assist you in making your video?

What will be your role in making the video?

For example:

- Producer / project manager
- Content developer / director
- Presenter / interviewee / demonstrator
- Camera man or woman
- Assistant / runner
- All of the above!



If you are making a video for your organisation, you will need to collaborate with colleagues and the person or persons who will be responsible for making decisions and signing off the concept, execution and budgets. Build time for this into your planning.

In terms of making a video it will be easier if you bring together a team with agreed roles and responsibilities. For example, you could distribute tasks such as finding locations and gaining permissions for filming, if needed, or for finding participants and ensuring they have signed consent forms, or for developing the content. If you are going to present or appear in the video it is helpful to have someone operating the camera and to feed you the guide questions.

1.10 Deadlines



Making a video often takes longer than you think, so setting deadlines and having a delivery schedule is an important part of your planning. If you need to have your video by a certain date, it is important to allow plenty of time for each stage and to build in extra time for contingencies. It is possible to make a short video quite quickly, but on average you could work on a two to three week schedule.

1.11 Budget



An important part of your planning is considering your budget and what costs you might incur. You can make a video for no cost using a smartphone or the web camera on your computer, and edit it using free computer programmes but if you are going for something more ambitious

then costs might include:

- Camera and other equipment (purchase or hire)
- Location fees and venue hire
- Props
- Travel
- Subsistence for participants
- Fees or payments to participants
- Licences
- Legal fees
- Insurance

1.12 Planner

To think about / do	Week 1	Week 2	Week 3	Week 4
<p>Concept</p> <ul style="list-style-type: none"> ▪ What do you want to say? ▪ Who do you want to address? ▪ Is there a deadline? ▪ What budget do you have? 				
<p>Who do you need to involve?</p> <ul style="list-style-type: none"> ▪ Who will need to review and sign off your video? ▪ Who will do the filming? ▪ Who will help you make your video? ▪ Who do you want to appear in your video? ▪ Make sure everyone you want to be involved is available and book time in their diary ▪ Provide everyone involved with a full brief on their role and what you want them to do and/or say ▪ Provide anyone appearing in your video with a consent form and ask them to sign it before 				

you start to film				
Make a storyboard <ul style="list-style-type: none"> ▪ Plan the outline of your video ▪ What do you want to show? ▪ What do you want to tell? 				
Where do you want to film? <ul style="list-style-type: none"> ▪ Check locations for noise levels/ passing people ▪ If it's outside, what will happen if it rains? ▪ Will you need to gain permission to film in a public place? ▪ Who should you approach for permission? ▪ Apply in writing if necessary ▪ Is there space for your camera / longer shots? ▪ Is there space for parking? 				
Do you need any special props?				
Filming <ul style="list-style-type: none"> ▪ Allow time for rehearsal ▪ You don't have to film everything on the same day, but try and keep it within the same week ▪ Allow extra time in case you are not feeling well enough to film or you need more time 				
Editing <ul style="list-style-type: none"> ▪ Depending on your experience, allow plenty of time to make the first rough edit to include adding voice over etc. ▪ Allow enough time for you and others to view the rough edit comment and then to re-edit where necessary ▪ Who will need to review the rough edit? ▪ Who will sign off the video and how much time do they need? ▪ Don't forget the beginning and 				

end titles				
Promoting your video <ul style="list-style-type: none"> ▪ Consider who you want to see your video and how it will be used ▪ Consider how and where you are going to promote your video well in advance ▪ Who can you engage with to help you promote your video <ul style="list-style-type: none"> - Within your organisation - Amongst your external stakeholders - Amongst your social media networks etc. 				

See also Planning Checklist Appendix 2

Step 2: Filming your video (*production*)

2.1 Equipment

2.1.1. Cameras



There are a number of different types of video cameras you can use for filmmaking. All the major brands like Sony, JVC, Panasonic, etc. offer various models: from cheap and easy to handle cameras to advanced cameras for professional productions. Basically, the higher the budget, the better product you will have.

Camcorders (entry level)

Advantages:

- Small and easy to handle
- Not expensive
- All-in-one, compact package

Disadvantages:

- Image and sound quality won't be as good as with prosumer or professional cameras
- Usually not good image in low light conditions
- Image stabilization challenges.



Prosumer-camcorders

(between **professional** and **consumer** level)

Advantages:

- Good image and sound quality
- Even documentaries or TV news can be made with cameras like that

Disadvantages:

- Fairly expensive
- It won't fit professional needs



Professional Broadcast cameras

Advantages:

- Great image, lots of control and options
- Even popular TV shows, live sport events are made with cameras like that

Disadvantages:

- Expensive
- Because of its size, hard to carry, pack, transport
- Demands serious cameraperson skills



Pro DSLR cameras

Advantages:

- Excellent image quality
- Lots of creative control
- Good in low light

Disadvantages:

- Stabilization problem when used with no tripod
- Take time to learn
- Requests various expensive accessories



Smartphones



Advantages:

- Easy to use
- Small and portable

Disadvantages:

- Sound and image quality won't be as good as a video camera, particularly under demanding or in no-studio conditions



2.1.2. How to use your camera (ten top tips!)

Most of today's consumer camcorders have common settings, controls and functions. Here are some useful guidelines for proper use of your camera.

1. After you power on your camera, first check your recording space in your media. FYI most cameras use external media for recording like SD cards (type of SD cards: nano SD, micro SD, SD).
2. Also ensure your camera battery is full. It is a good idea to have more than one battery!
3. The automatic picture settings on your camcorder will take care of most shooting conditions, for example brightness, contrast, light etc. If you want to go for a specific effect, you can try different picture profiles by adjusting the settings manually.
4. It is very important to have your object in sharp focus, not blurry, especially when filming interviews with people. As a beginner, you may want to use the auto focus mode on the camera.
5. Zooming in/out is one of the most used functions on the camera. It is great if your camera has/uses optical zoom. However, the digital zoom will decrease the quality of your video. Overuse of digital zoom could result in a poor quality video.
6. Most camcorders have built in microphones and places to plug in external microphones. Recording audio with an external microphone will improve the sound quality, but in good conditions a built-in microphone will also do the job.
7. Practice makes perfect - the more you film the better. Learn to use your camera in different conditions, indoors and outdoors, feel free to change spots if the picture quality is not right. Try, experiment, repeat.
8. Many beginners like to use the built-in special effects in the camera. Although these effects can be fun, use them sparingly - or even better, not at all. These effects are rarely seen as professional or modern while it could permanently change the original recording with no option to undo them. It is advisable to add any effects during editing.

9. You will learn how to make a better looking video and make the most of your camcorder if you watch your recorded samples, by transferring them to your PC/laptop or TV to check what you have filmed.
10. Always backup your video files — either to additional discs or to an external hard drive. Don't duplicate your files on the same PC.

2.1.3 Tripods



For many tripods may seem awkward so people often try to avoid using them. But if you are looking for better quality, steady, unshaky shots you will definitely need a tripod.



What kind of tripod do I need?

This will mostly depend on how much your camera weights, how fast and precise movements should be, and on other important parameters like:

- The desired height of the tripod for filming
- Collapsed size
- Tripod material (heavy tripod equals precise moves)
- Tripod head type (ball head, pan/tilt head, fluid head...)

For beginners making videos with camcorders or smartphones, inexpensive tripods are available. Starter tripods are lightweight, plastic and quick to set up, which is a big advantage. These are only suitable for small, lightweight cameras. Other disadvantages are:

- They are not as stable as more professional tripods
- The camera movement, speed and precision are limited
- They usually do not so offer a higher position

As usual, also with tripods you'll get more if you are willing to spend more!



2.1.4 Microphones



Badly recorded audio can ruin even the best video. Using quality audio recording devices can improve the audio in your videos and make it look like a professional video.

Handheld microphone

Handheld microphones are popular with journalists and presenters, but you will normally need more than one person for filming. If held right, not too close or too far away from the person speaking, the sound quality will be good. However, they can make to look your video like a news report.

Handheld microphones can also be plugged into smartphones.



Lavalier microphone

A lavalier is a small microphone that can be hooked onto your speaker's shirt or lapel. These microphones, especially the wireless type, are a good option if your speaker is going to be moving around.

- Be careful to set it in the right position
- Ensure the batteries are full all the time
- Be careful it is not touched with anything during filming, for example by the hands, hair or clothing of interviewee



Shotgun microphone

Shotgun camcorder microphones can be mounted on your camcorder, so the microphone will pick up all the sound coming from the general direction in which it is pointed. Shotgun camcorder microphones work well when you want to record ambient sound. Or if you only have a single microphone and unexpectedly you find you have more than one speaker appearing in front of your camera. The disadvantage of using this type of microphone is that audio recorded this way will require a lot more work in postproduction.



2.1.5 Lighting



People often underestimate the capabilities and effect of lighting in video production. The same subject or location can look much better if natural lighting rules are respected, or if some appropriate additional light sources are added.

When natural light is available, try to find places to film where the lighting is even, rather than those with high contrast. Natural light can help you when you don't have additional light sources, or where there is not enough light in a room. As natural light

is hard to control, always be aware of random shadows – these are a big NO in filming!

When there is insufficient, patchy or too bright natural light you can consider using artificial lighting. Led light systems can do a really good job without having to spend a fortune. For the most common led light setup in video production you will need led light panels to provide backlight, a key light and a fill light.



A **Key Light** is the main light for filming your subject in the video.

A **Fill Light** provides support for the key lights and helps to 'fill' (neutralise) shadows created by the key light, or by other factors. The **Backlight** separates your subject from the background.

Reflectors

You can use reflectors to enhance natural light outside or indoor lighting. Reflectors bounce the light off the subject and can be used as key light or fill light.



Reflectors can be flexible or rigid. The flexible variety is light and easy to store, but is unstable in a breeze making the light waver on screen.

2.2 Planning your shots



When planning your shots think about what will be in the background. If there is a huge amount of activity going on, or mess in the background, this could distract from what you are trying to demonstrate or talk about, unless this is deliberate and an important part of your film.

If you have a clear message for policy makers, health or social care providers, you can make this more impactful by talking straight to camera.

Think about where a long shot or a close up would have most impact.

- **Find a quiet area**, which isn't full of people and doesn't have lots of large, bare surfaces (i.e. wooden floors, concrete walls). This is because hard surfaces create echoes. Smaller rooms with soft furnishings, carpet and/or curtains help absorb the echo and your recording will be clearer.
- **Choose a location with plenty of natural light.** Make sure the presenter isn't too dark in shadow or too washed-out in overly powerful light and don't film yourself standing against a window, as you will look like you are in shadow against the bright light behind you.

Below is a sample shot list for an event or conference:

- Event location, grounds
- Signage of the specific event
- Shots of the building in which the event is taking place
- Registration area: delegates and attendee's arriving, picking up their event lanyards/ registering for the event
- Delegates arriving into event rooms / halls and taking their seats
- Speakers preparing to go on stage
- Keynote speakers from the side, for edit options
- Shots of the speaker's hands/ articulations
- Audience listening to speech/ making notes
- Audience from the speakers point of view
- Any posters/ notice boards showing relevant event content/ close ups of marking collateral
- People in groups in common areas
- People connecting with each other, exchanging ideas, shaking hands, exchanging business cards
- Sequences at exhibition areas, where there are demonstrations/ movement/ interactions
- Anything unique at the event
- Vox pops (asking delegates for quick comments)
- Break-out sessions
- Gender mix (if relevant)
- International mix (if relevant)

Avoid shots of:

- People eating
- People smoking
- People drinking alcohol (unless it is a celebration/ awards event)
- Dark shots of speaker hall audiences
- Any close up shots of overhead projector content – never look good
- Shots of people's feet

2.3 Lighting



You need lighting to make sure that you can see your contributor clearly. Try and choose a spot that has plenty of natural daylight or add artificial light. Poor lighting affects the quality of the film and makes the shots grainy. Too much light or harsh light can make your contributors looked washed-out. (See also 2.1.5)

2.4 Sound



Mobile phones and cameras have built in microphones, but these are limited. If you are too close to the recording device when you speak it can produce a hissing sound, if you are too far away it can be difficult to hear what is being said! **Ideally, you should have the recording device about one metre from the person who is speaking. Even when you are filming inside, the person being filmed will need to face the camera to make sure what they say is picked up clearly.**

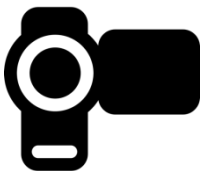
Another thing you will need to consider if you are filming outside is the surrounding noise levels. The microphone on the recording device will pick up all the sounds around where you are filming, as well as the voice of the person being filmed. If you are standing at a distance from the recording device in an area where there is a lot of traffic, or other surrounding noise, the speaker's voice may not be picked up and what they say will be lost.

Before you start filming listen to how much noise there is. If the place you want to film is very noisy, it is advisable to film your shot without speech. These can be used as filler shots and voice over can be added in the editing.

- Test for sound levels when you are doing your rehearsal / test shots

(See also 2.1.4)

2.5 Filming techniques



You don't have to film everything straight on; you could film from above or below, or from the side. Filming a single person from a long way away could represent the feeling of isolation and loneliness (although the microphone will not be able to pick up what the person is saying from that distance). However, you can talk about what it feels like to be isolated, if you are doing the filming or by standing next to the camera, or add it later as a voice over.

- Remember to **hold shots for at least ten seconds**, which is long enough for it to have an impact and makes it easier to edit
- Film for a few seconds before and after someone speaks to ensure you don't lose any of what they say in the editing
- Filming close up can help to emphasise a point. Some cameras will have a zoom lens, but if you are using a device without this facility you can still take a close-up of something by physically moving the camera in closer in, or further away for a longer shot (remembering the tips about sound if you are too close or too far away from the built in microphone!), but make sure you do not re-frame a shot while someone is giving an answer to a question – only adjust the zoom or framing between questions

- Try not to move the camera around too much or jerk from one thing to another – hold shots steady, or sweep slowly around the room. If the person being filmed is moving about, keep the camera steady as you follow them

See also 4.2 – the more you consider what you are filming the easier it will make editing your film!

2.6 Rehearsal

It's a good idea to make some practice footage and then to play it back, so you and your cameraman or woman feel confident with the equipment and you can test the sound levels and feel comfortable about the way things look.

- Doing some practice filming will also help you, or the person you are filming relax in front of the camera

2.7 Timing



It's amazing how much information you can get across in one minute – think how much you can learn from a 30 second TV advertisement! If people talk for too long it will become difficult to edit out the important messages.

- You don't need to film continuously – you may find it helpful to stop filming between each set of questions or section

It is important to film much more footage than you think you will need, even though much of what you film will not be used in your final edit. It is a good idea to include some 'filler shots', for example if you are showing someone being interviewed, take some shots of the interviewer nodding their head in agreement with a point being made by the person being interviewed, or a close up of the contributors hands gesticulating – making a point. You can also film some general location or mood shots. These can all be used in the editing to break up the visuals, and cover a point where you have removed or edited out some content.

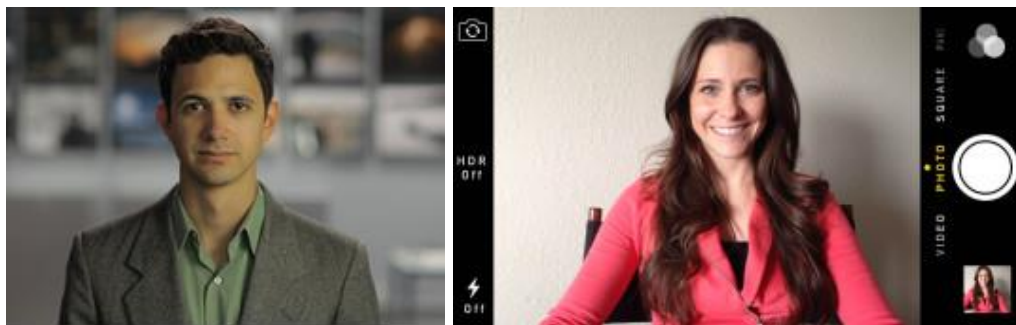
2.8 Self-recorded video tips

You want to self-record your own video either by yourself or with your colleagues on a hand-held device, such as camera, smartphone or tablet.

It's really important to record content while holding your device in landscape. One way to remember is your recording device should always mirror the shape of your TV, like this:



- A good interview shot is from the mid-chest up, leaving a bit of headroom at the top, like this:



- Do not use the zoom or adjust the shot while you are recording
- **Microphones on mobiles and tablets** are usually not very powerful, so make sure you are not too far away, so it records your voice clearly
- If you are filming yourself, **keep the device at eye level and look into the camera lens.** Use both hands to hold it, and tuck your elbows in at the waist to steady the device, and hold at arm's length

Tips for filming good content:

- **Start by introducing yourself:** your name, job title or role and why you are making this recording
- **Speak in short sentences** ('sound-bites') – one or two sentences on each topic should be enough, and is more likely to be used in the final film than a five minute speech!
- **Be relaxed and enthusiastic:** exactly as you would if you were talking to a friend. You should be speaking about something you are really experienced in or excited about, so let that show in your response

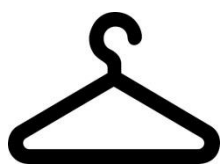
- It's important to explain why you feel the way you feel, so phrases like “I feel really passionate about this because...”, or, “We need to ensure people understand, so these changes can be made...” will really resonate with people watching
- It really doesn't matter if you stumble or make a mistake: just go back to the start of your answer and say it again until you are happy
- Don't write a script or learn your answers off by heart before-hand. These answers never sound genuine or sincere. We want to hear real and honest opinions from you
- Ask someone to feed you guide questions, if you feel this would help
- **If someone is filming you:** make sure they hold the device steady – at eye level – using a tripod or on a sturdy, flat surface to avoid the camera from shaking. Look into the camera, not the person holding it
- To make it easier to edit your film, we recommend leaving at least **four to five seconds at the start and finish of each shot** when you are filming. This just makes sure that the camera is ‘turning over’ and you don't cut off the start or end of a soundbite, which would make it un-useable when you come to edit your content together

See also **Filming Checklist in Appendix 5**

Step 3: Presenting your video

Below are considerations for you and anyone presenting or appearing in your video.

3.1 What to wear



It's important you are comfortable in what you are wearing, but bear in mind your appearance will have an influence on how people perceive you

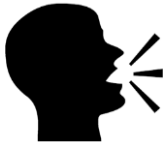
- Wear something that is appropriate to your topic
- Avoid busy patterns as these can be very distracting and fine stripes can appear to ‘strobe’ on screen. Go for plainer colours, but be careful with too much red, as this can bleed (spread outwards), too much white, as this can flare (look very bright) and too much black as this can just look like a dark mass (black tends not to reflect light and shade)
- If you are wearing jewellery, try and avoid anything that will be distracting or anything that jangles, as this will be picked up by the microphone



Also consider **hair and make-up**. Untidy hair can be a distraction and could be the one thing that people watching your video will remember, rather than what was being said or shown! Check yourself and others being filmed in the mirror before appearing on camera.

If you normally wear make-up, keep it as natural as possible. Don't apply extra make-up just because you are being filmed. Nerves and hot lights can make people perspire and this will show up as shine on camera. **Have some natural coloured power on hand to blot and cover shine as often as needed.** This applies to men as well as women!

3.2 Delivery



It is important people can hear and understand what you are saying:

- Use your own words so you come across naturally and what you say sounds authentic. Imagine you are telling your story to a friend or colleague and use that natural delivery you would with them
- Take a deep breath, loosen up – shrug your shoulders and smile before you answer (this will not be shown in the final edit!)
- Have some water handy in case your throat dries up
- Keep sentences short and to the point
- When you are very enthusiastic about something you can find you start to speak very quickly! Try to speak slowly and clearly at all times
- Use simple words, avoid jargon or buzzwords
- Stick to your point – keep it CLEAR, CONCISE, COMPLETE and CORRECT

3.3 Engaging with the camera – tips for presenting



If you have been asked to speak directly to camera, and down the camera lens, you might find it helps to imagine you are talking to someone you know really well or are speaking to yourself in the mirror. This will make you look relaxed and more engaging. Try watching reporters on TV and see how they keep engaged with you, the viewer.

- If you find it hard to look directly into the lens, you could turn the camera around and use it as if it is your eyes so you are filming things from your perspective. For example, if you are in a wheel chair and find it depressing when people talk over you, you could film upwards at the people having a conversation above you
- Another trick is to forget about the camera and to talk to the person who is filming you, or slightly off to one side to an assistant/ producer and speak to them instead

- Try to avoid any nervous or repetitious movements you might make whilst you are being filmed, such as shifting your eyes from side to side, touching your face, straightening your glasses or playing with your hair etc., but do use hand gestures or gesticulate if it helps you make a point
- Smile where appropriate
- Try not to turn your back to the camera, as people won't be able to hear what you are saying! If you want to indicate something behind you, take a tip from the people who present the weather on television – face the camera and point behind you

Step 4: Editing your own video (*post-production*)

4.1. Editing



The most important element of editing is the software you use combined with the experience and skill of the person doing the editing – and this will come with practice. Some of the approaches described below will depend on the software you are using – this information is based on **Windows Movie Maker (WMM)** – and others are applicable whatever software you use.

First of all, **never work without a storyboard**. It will not only help you plan and organise your ideas and shots before filming, but also save you time when it comes to editing.

Second, before you even start to run your video editing software, it is very important to **organise the video, audio and photo files** you produced when making your video. Sort and review all the files you shot and mark those you really intend to use during editing to create your final video. It is good practice to make a folder with all your selected clips, from which you can import, to a so-called Timeline, all video files, audio tracks and images you'll be using.

Taking time to organise your selected shots will help you accelerate the video editing process, give you a clearer picture of your final product and save you time having to keep going through your raw materials. You will also know how many materials (seconds) you have, and whether you are missing anything.

4.2. Using editing software

Learning to edit videos can be challenging. It is quite a long process, so we recommend you **start with a simple editing software**. Look for something that is

not overloaded with fancy, or advanced options or with too many extra tools, rather to help you to clearly understand basics of video editing process in a simple way.

4.2.1 Windows Movie Maker (WMM)

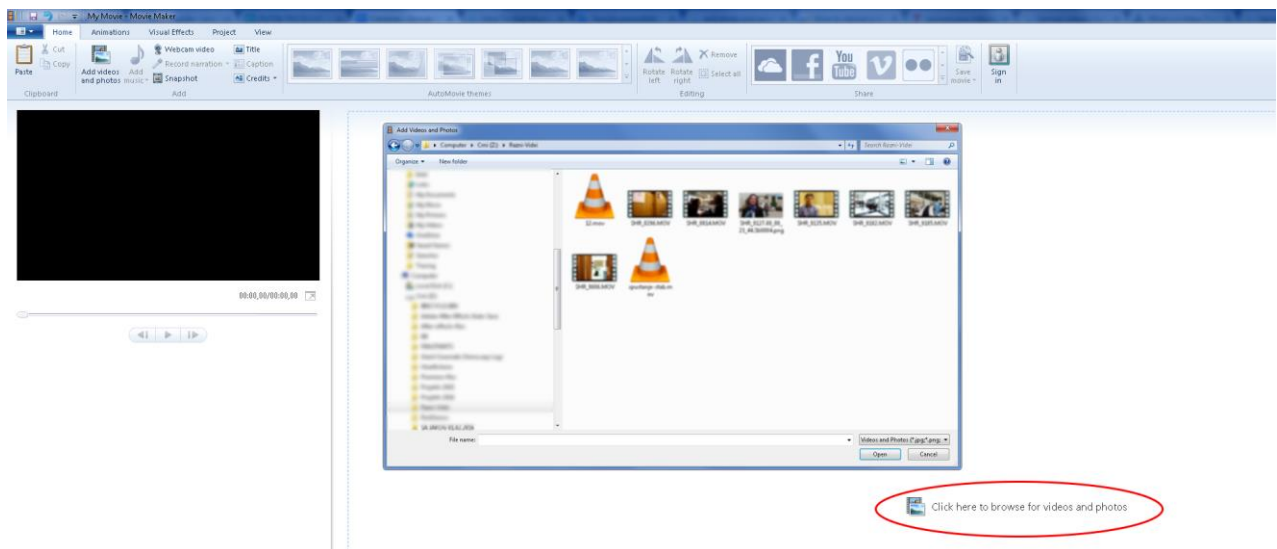
Windows Movie Maker (WMM) is a software preinstalled with earlier versions of Windows (XP), but it is also downloadable from the Microsoft website for newer Windows version, which makes it easy-to-get free video editing software. Many users recommend WMM as a good editing software to start with. It offers many simple options and has easy-to-understand settings for beginners, together with support for a number of different video formats.

Unlike many other editing softwares, WMM is free. There are a lot of online tutorials to help you learn, it is very easy to install, functional and does not require an advanced or expensive computer.

4.2.2. How to add video or photo to WMM

When WMM is installed, click on the *'Click here to browse for videos and photos'* button (circled in red in figure 1). This allows you to browse your computer and pick a video file. Also directly dragging and dropping files onto project main window is possible.

Figure 1:



4.2.3. Timeline & canvas

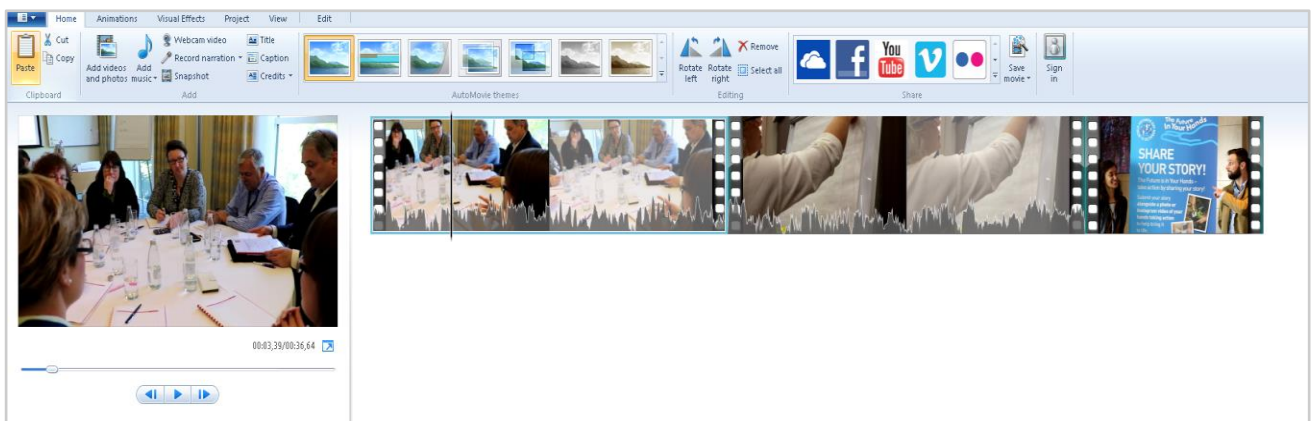
WMM Interface is basically organised into three parts. **The header at the top of the screen**, containing commands, tools and options applicable to the video clip you are editing.

The canvas is placed on the left, below the header. It is one of most important windows in editing software. It looks a lot like the viewer, but its job is simply to display the frame you're currently on in the timeline. It is where you view your edit, how it currently look like. When you want to see what you've done, you can do that in canvas window, by pressing play button like in a video player.

The Timeline (on the right) is where you do your editing. The final video is created on the timeline by dragging into, and then by editing and arranging your raw video clips, music tracks, images, stills, captions. The best advice here would be - don't be afraid, import your first video clip, trim it in order to start at the point you wish, delete any redundant parts of the video after the trim/split, add some captions, apply some transition etc.. In general, use options offered in the header line above the timeline, play with the tools, try to make something, try many times and success will come!

Figure 2:

On the left side is the canvas window, on the right you'll see timeline sample, while all the commands and tools are settled above those two windows.



4.2.4 Which shots to choose

Good preparation before and during video shooting will make this part of the job much easier (see 4.1).

Tips on identifying and selecting the clips and materials that will work technically and make your video look good

1. Choose frames where objects are well positioned

The positioning (framing) of an object is very important. It's usual that object you are filming is placed in vertical centre of scene. However, another well recognised technique is the so-called, 'rule of thirds', where the object is placed on one of two vertical lines that splits scene in three same-width segments, as shown. Which side you chose is determined by the direction the object is moving or by the direction a static object is looking.



2. Choose well-lit shots

If no additional lighting resources are available, choose scenes with even lighting. Avoid shots with shadows or extremely strong light (like summer sun), as well as very dark corners (noisy shoots with low light look and sound very unprofessional!). And avoid shots where the light source is placed directly behind your object i.e. in front of camera (*backlight*). Often backlit shots often result in uncomfortably bright light halving a dark figure with no visible features.

3. Prefer clips containing creative content.

Change your shot angles, try to film both close-ups and wide shots, combine different perspectives and lightings... learn about rules accepted in video production sphere, respect them but at the same time - be creative!

4. Editors love short clips!

Instead of making one long file, stop and restart recording (*at logical points*). It will save time you'll need for editing; smaller files are easier to handle.

5. Good audio clips - go ahead (others stop).

Audio is an important part of your video. Keep audio levels between too silent and too loud, so using a separate microphone when filming and placing it close to the audio source will help give your video good quality audio to edit from.

4.3. Adding voice over and music

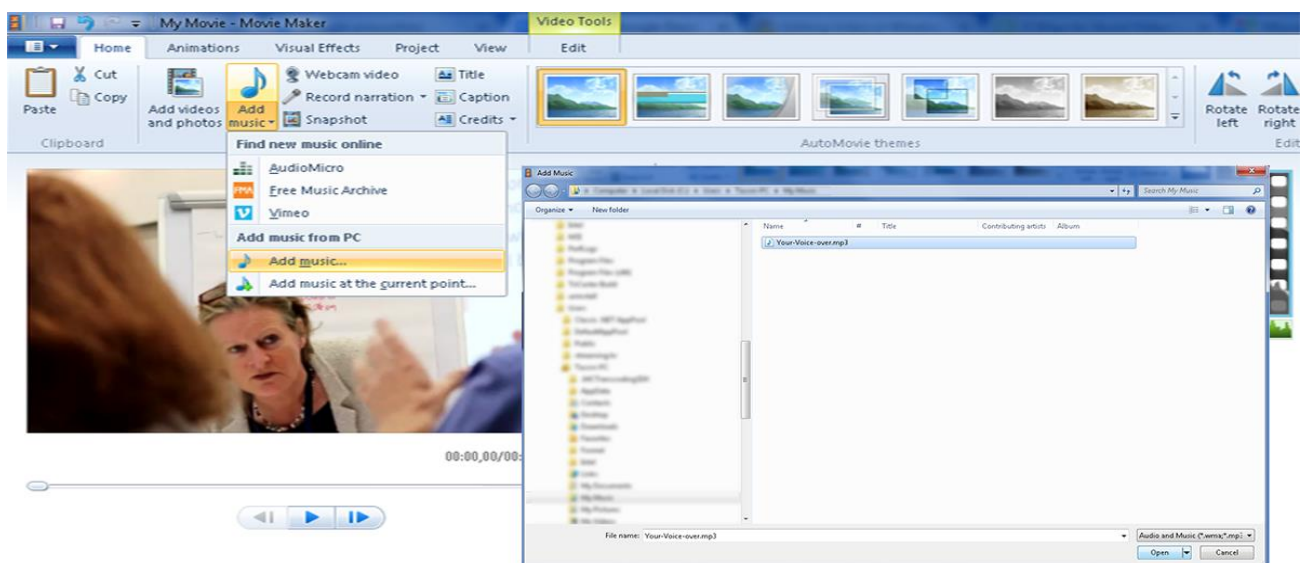
The soundtrack (audio) that accompanies your video can include a music track, the voice recorded simultaneously on your video file, or be a separately recorded soundtrack either recorded in an audio-studio or on a dictaphone and added as a voice over.

If the audio is recorded together with the video, its symbol will appear under the timeline when you import it into WMM.

If you want to add a separate, audio only file into your video using WMM it should be recorded / encoded into one of common formats, like mp3 or wav.

The best way to add your voice over into WMM is to click the 'Add music' button from Home tab (see Fig. 3). Once a window appears, browse the computer and pick chosen voice over audio file.

Fig. 3:



Once chosen, the audio track will appear under the video layer (see green line in Fig 4 below). By default, when you add an audio, it will be placed at the beginning of timeline. If you'd like to add music elsewhere in the timeline, you can click audio file in timeline and drag it to desired position.

Fig. 4(a):
Default position of audio file.

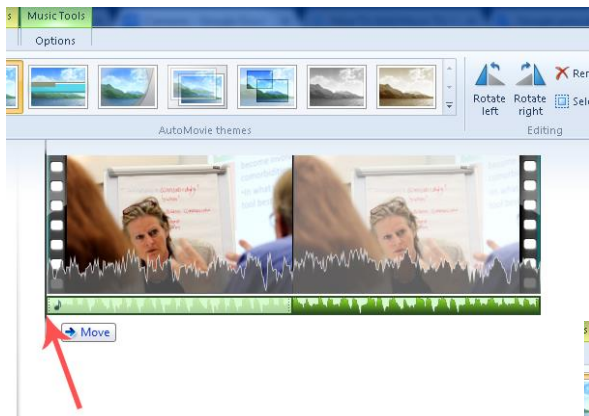
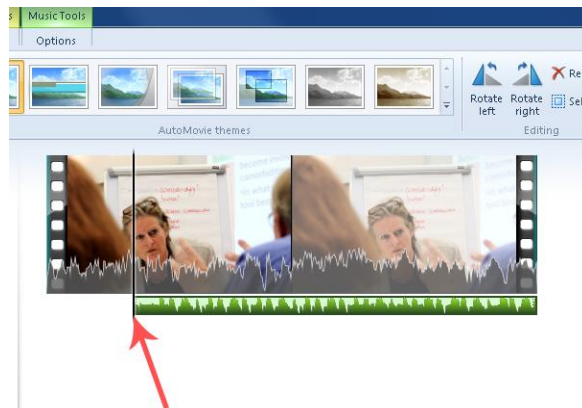


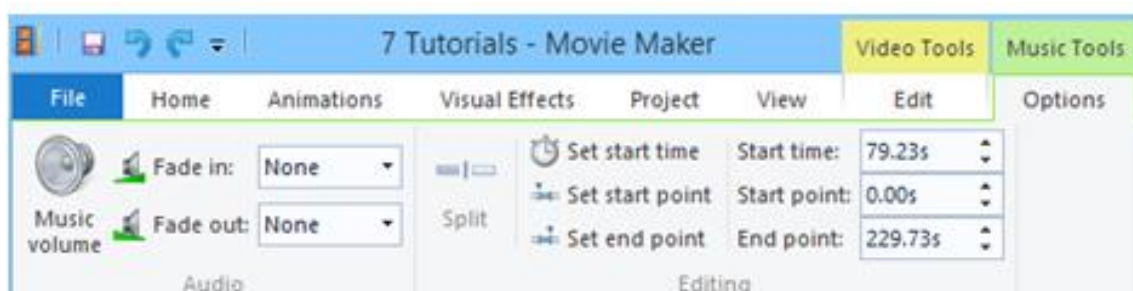
Fig 4(b):
Audio file position after dragging it to a new position.



The **Options** tab on the ribbon, under **Music Tools**, gives you access to some audio editing tools.

- You can adjust volume of entire clip, using available slider by clicking on the **Music Volume icon**
- Clicking the **Fade In/Fade out** allows you to fade in or fade out at beginning or end of the clip at three speeds: slow, medium or fast
- **Set start time:** Accept the dragging+moving audio layer on the Timeline. This is another way to set the start of your audio track. It defines at which time in the video the selected sound will start playing
- **Set start point:** This changes the point within the audio file at which the clip begins playing. For example, if you want to skip the 30-second introduction, or have a few seconds of silence before a song starts, you can change start point.

Fig 5:
Audio editing tools



4.4. Adding sub-titles

(See also translation template in Appendix 6)

At the Home tab, please locate and click on the 'Caption' icon. A new layer will immediately appear beneath the video layer appears. Here you have the option to change the starting position – the point where it will appear in the video, its duration, sub-title/caption content and style formatting.

Fig. 6(a):

From this position the sub-title will appear.

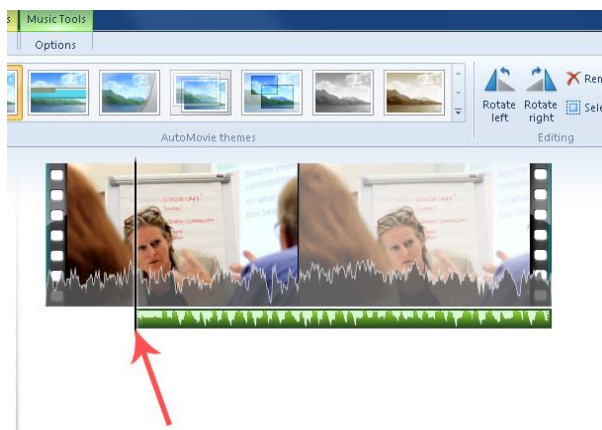
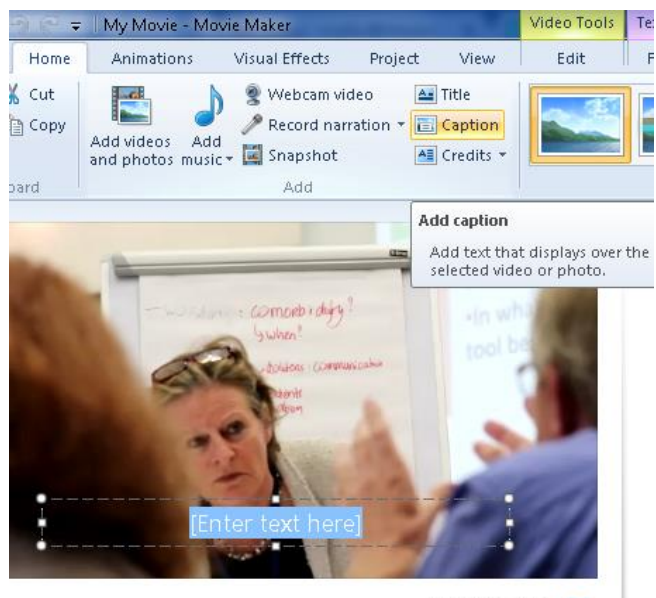


Fig. 6(b):

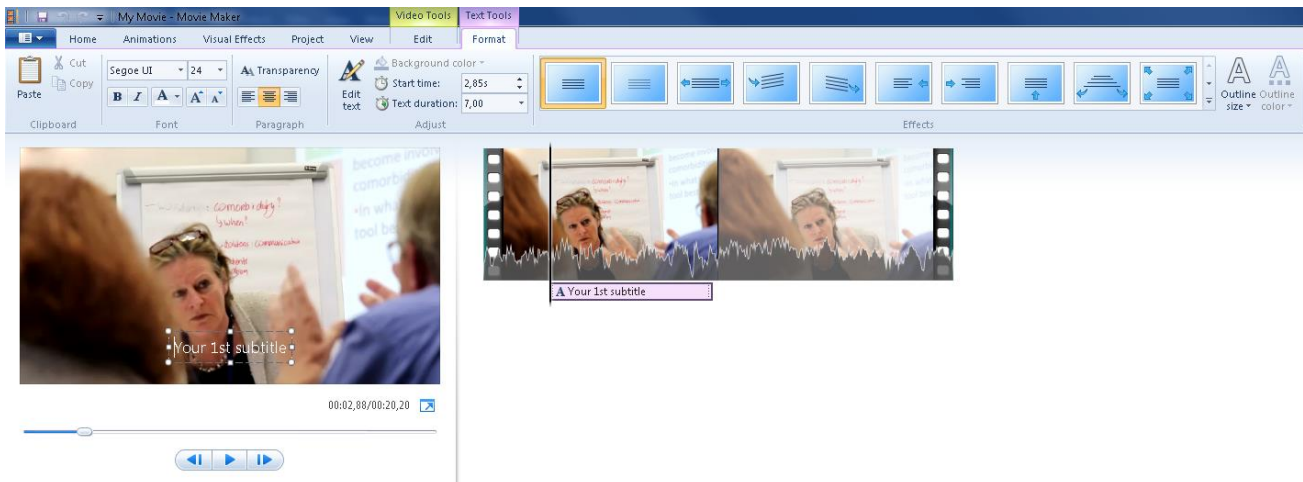
By clicking "Caption" a text will appear.



Now your subtitle text will appear. Enter your desired text here. In the Format tab, you can format and reposition typed text exactly as you want. If you've ever used Microsoft Word, this should be very familiar to you. You can preview changes in the left window (Canvas).

Fig 6(c):

Except when changing fonts and design, you can choose the duration of subtitles by clicking “Text duration” and choose the length in seconds. There are a few different text effects, so you can choose how you want your text to appear (cut, fade, fly in, zoom in...)



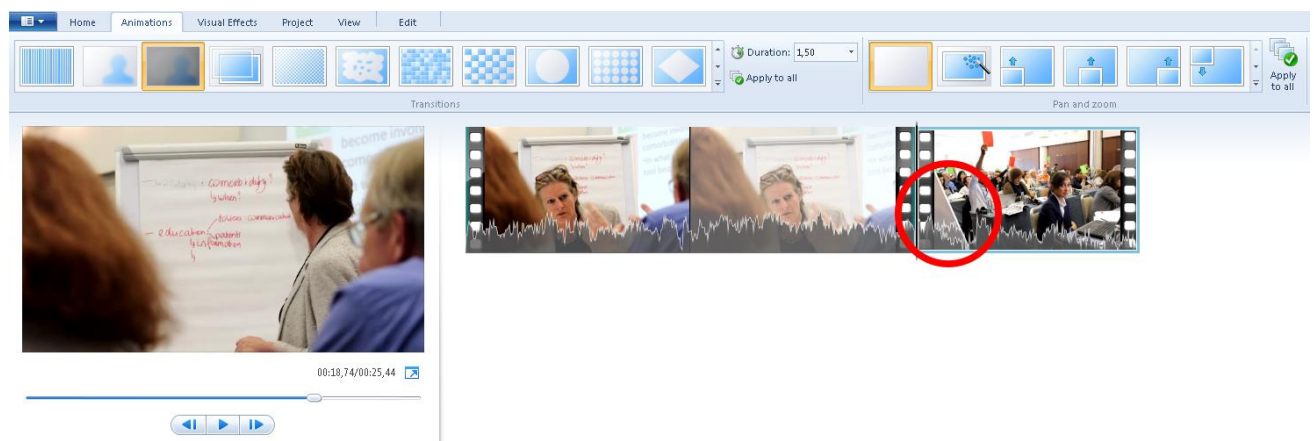
4.5. Transition between video clips, animating still images

The **Animations** tab on the ribbon contains two different kinds of animation that can be added to video clips or still pictures: **Transitions** and **Pan and zoom**

In video editing a transition is the kind of effect you will show between two video clips; i.e. ‘Cut’ will switch to the next scene without any additional visual effect, while ‘Slide’ will move a previous scene out of the visible part of the video, whilst simultaneously bringing the next one into the video.

Fig. 7:

After the second clip is added, a different transition between these clips can be chosen.

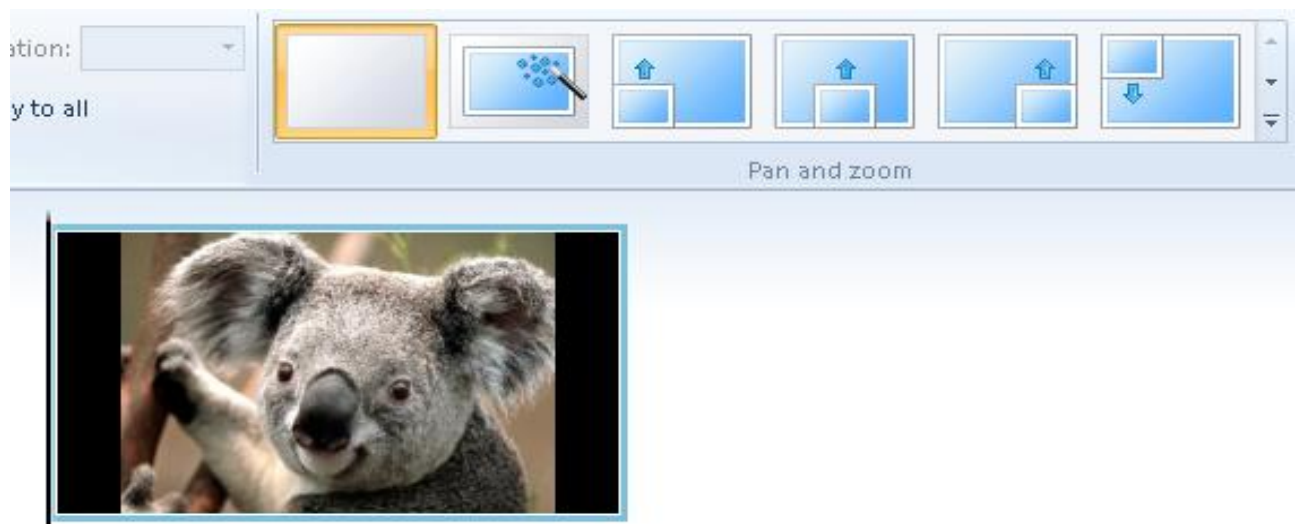


Once you've applied a transition, the clip in the timeline becomes a grey looking diagonal region that shows where the transition begins and ends (see Fig. 7). You can alter how long the transition takes by changing the **Duration** to the right of the Transitions gallery. After applying a transition to a clip or photo, select it and enter a duration time between minimum 0.25 to a maximum of 2.00 seconds.

On the right-hand side of the Animations tab is the **Pan and Zoom gallery**. These can be applied in the same way as transitions, i.e. on your images: add a photo to Timeline then choose a pan and zoom setting from the gallery. In this way, your still image will move effectively (Fig. 8).

Fig. 8:

Above the image there are different pan and zoom directions to choose



4.6 Timing

Less is more – aim to make your video two to three minutes for maximum impact. Certainly no longer than four minutes!

4.7 Titles

Opening title

- Does your video have a title?
- Do you want to show the written title and any other wording or a still image before your film starts?
- Do you want to show some shots before the wording comes up?

Remember you need to capture the attention of your audience in the first eight seconds!

End titles

- Is there a final message that you would like to write at the end of your video?
- Who do you need to acknowledge?

If you want to add your organisations **logo** it should be in Vector format or PNG file, but it must have a transparent background

4.8 B-roll

B-roll is the name given to the supplementary footage used to help tell your story. This includes shots such as locations, any assistive technologies or other products you might want to feature, or people in wheelchairs demonstrating their inability to access public places because there is no alternative to stairs etc.

If the topic of your video might be of interest to a television programme, they might ask you for B-roll, rather than the final edited version of your video. B-roll does not include sound so that customised voice over or music can be added by the television producers.

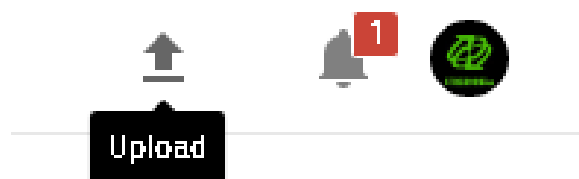
If you anticipate the story you are telling in your video might be of interest to a television company, you might consider shooting it in high definition.

Step 5: Uploading your video (*post-production*)

5.1 Uploading your video

There are several online video platforms on which your final video can be uploaded. Here are some easy steps to help you upload your video to one of most popular - **YouTube**.

1. Sign into your YouTube Account. You'll need a Google mail account (gmail) to sign in with YouTube. Once this is done, you will see your own channel under your YouTube account, where all of your uploaded videos will be located.
2. Click on the **Upload** button, located on right top corner (see image below).



3. On your computer browse and select the video you'd like to upload to YouTube. The video will immediately start uploading.



Select files to upload

Or drag and drop video files

Unlisted ▾

4. During the upload process add basic information about the video, such as the title. and set the advanced settings.

5. When the upload is completed, YouTube will send you an email notification that your video uploading and processing is finished. From this point your video is publicly visible.

Step 6: Promoting your video (*post-production*)

You have made a great video, now you need to ensure it is watched by your target audience!

6.1 Videos made for specific occasions

You may have made your video for a **specific occasion**, such as a conference, meeting or political event, but it could be re-edited and used to raise awareness of a situation or challenge for a wider audience.

6.2 Who do you want to view your video?

If your organisation has a website, you can host your video on it, or you could make your video available on YouTube, either where it can be seen by anyone, or in a password protected area, where only people selected and contacted by you will be given access to the video.

If you want to encourage your members to view your video you could promote it in your newsletter or on your website, but if you want as many people as possible to view your video, then you can **promote it on social media**.

6.3 Using social media to promote your video

Social media is the most effective way to reach a wide target audience. Here are some tips:

1. Title & description

Choose a short title that includes a one or two paragraph description that concisely outlines what is in the video.

- To ensure your video is seen by as large an audience as possible, you need to use **keywords** that people are using in search engines such as Google.
 - You can use the [Google Keyword Planner](#) to find the popular keyword phrases that are getting a solid number of searches but don't have too much competition – this will make your video easier to find
 - *When selecting keywords, these should accurately reflect what's happening in your video*

2. Social Media Channel Interaction

You can use your video to respond to questions and enquiries from followers. If somebody asks about a certain topic that's covered in your video, share it with that person or send it to them.

- You can use platforms like Facebook, Instagram, Twitter and Google+ to promote video content
 - Share from **your organisation's account** or, with permission from the relevant person in your organisation, you could share via your personal account
 - Make sure you **prioritise the channels** where you have the most followers
- Organisations can ask their **staff and known associates** to share the video, in order to reach a wider audience
- **Share content at the right time** - to get as many people as possible viewing the video, share it when most are online and active, which is in the evenings
 - This doesn't mean you should not share videos during the day, it just means

the evening is the most important time!

- Don't be afraid to **share content at multiple times** to ensure people who missed it the first time may see it the second time, or the third
- You could try using a quote from the video to promote it, giving users a different sneak preview of what's to come

3. Tagging

Use relevant [hashtags](#) and tag relevant sources/accounts to tie public conversations from different users into single streams.

- Hashtags make it easier for people to source and follow discussions about certain topics, events and promotions
- They feature on all the mainstream social media channels, apart from LinkedIn, and can substantially increase the amount of engagement a post gets

For example, if you were to use #rheumaticdiseases, your post would then be tied to all the other posts that mention this hashtag.

4. Paid promotion

If there's budget, consider putting some money behind the promotion of your video – costs can be surprisingly cheap on platforms like [Facebook](#) and [Twitter](#).

What you would essentially be paying for is your video appearing in front of the eyes of a substantial number of people beyond your own followers and friends – the result would be more views.

TEMPLATE CONSENT FORM

Consent forms need to be tailored to specific projects. The sample and suggestions below give you some considerations for developing a consent form for videos you are making.

CONSENT FORM

What is the purpose of this consent form?

In this section you should provide a summary of the video to include:

- Who you are
 - Name of the organisation or individual making the video
- Why you are making the video
 - To raise awareness... To campaign for... etc.
- How / where the video will be used (*see example below*)
 - At a conference, press event, on a website etc.
 - Specify if it will be shown publicly or just to a limited audience
- Any results you would like / expect as a result of making the video
- Anything else the person appearing in the video should be aware of before they sign

By signing this consent form you agree to the conditions laid out above for the [name of video / project / campaign etc.] and give [name of individual / organisation] permission to release and/or publish any verbal expressions or statements you may make during the filming [of the conference / event etc.] and to use any photographs and/or video recordings and/or presentation slides for educational and promotional purposes and agree to these materials being held on the [name of your organisation] website, where they will be in the public domain.

Thank you for your cooperation.

Name:

(Please print your name and title (Mr, Mrs, Miss, Ms, Other):

Organisation / affiliation:

Email:

- I understand and agree with the above. I also agree that I am not obligated in any way to sign this form, and do so voluntarily.
- I am over 18 years of age

Please note, failure to sign will preclude you from participating in the video

SIGNATURE: _____

CONSENT FORMS FOR CHILDREN AND YOUNG PEOPLE

[Please tick the appropriate box]

- I am 13 – 18 years of age and will sign this jointly with my parent or legal guardian
- I am the parent or legal guardian of a child under of 12 years of age or under and am signing on their behalf

Print Name

Signature

Date

TO BE COMPLETED BY PARENT OR LEGAL GUARDIAN (IF APPLICABLE)

Print Name

Mother / father / legal guardian *[please circle as applicable]*

Signature

Date

OTHER AREAS YOU MIGHT WANT TO CONSIDER INCLUDING IN A CONSENT FORM:

- **Do you want to specify that you / your organisation hold the copyright to the material that is being filmed?**
- **Do you want to specify that individuals can remain anonymous or use a pseudonym?**

Disclosure of personal data

You have the choice of whether to disclose your full name or to be anonymous. To indicate that you would prefer to be anonymous or only disclose part of your name, you must tick the appropriate box below.

- Happy for my full name to be used
- I prefer to be completely anonymous/or under fictional name
- I prefer to allow the partial use of my name (only first name)

- **Do you want to restrict what individuals might say?**

- For example, ask them not to mention specific medications or pharmaceutical companies?

- **Do you want to clarify your position on remuneration?**

- For example, you might want to specify that there will be no payment or financial compensation for appearing in the video, but that economy travel costs will be provided on provision of a receipt

PLANNING CHECKLIST

Why are you making a video? [\[link to 1.1\]](#)

- What is the objective of your video?

Who is your video aimed at (*target audience*)?

- The public
- Policy makers
- Health professionals
- People with RMDs

What are your key messages (*no more than three*)?

- Do you have a call to action?
- What do you want your audience to know, think, feel, say or do differently having seen your video?

Will you need others to assist you? [\[link to 1.9\]](#)

- Producer / project manager
- Content developer / director
- Camera man or woman
- Assistant

Who holds the budget? [\[link to 1.11\]](#)

- Who will need to approve your content?
- Who will have editorial control?

What is your timeline? [\[link to 1.12\]](#)

- Is there a deadline for your video?
- Have you allowed enough time for planning, finding locations, rehearsing, filming and editing?

Who will appear in your video? [\[link to 1.3 and 1.4\]](#)

- Are they knowledgeable and credible?
- Are they articulate and comfortable in front of a camera?
- Have you prepared a brief informing them about the topic and their role?
- Are they agreeable to signing a consent form before filming?
- Are they happy to appear for free, or will they require a payment?

Filming children and young people [\[link to 1.5\]](#)

- If they are children or young people their consent form must be signed by a parent or legal guardian and a parent or legal guardian must be present at all time for children under 12 years of age

Where will you film your video? [\[link to 1.6\]](#)

- What are you going to show?
- Is the location suitable – visual distractions, lighting, level of noise /interruptions etc.?
- Is there enough space for your camera?
- Will there be costs involved?
- Will you require a licence or permission to film in public or private locations?
- Is there space for parking?

Developing your content [\[link to 1.6\]](#)

- How will you tell your story?
- What can be shown visually and what needs to be told?
- How will you open your video with impact – you need to capture your audience in the first 8 seconds!
- Create guide questions to help those presenting come across naturally
- How will you end your video?

Planning your shots [\[link to 1.6 and 2.2\]](#)

- Making a storyboard help you plan your shots

Do you need any special props? [\[link to 1.\]](#)

- Assistive technologies
- Other items you want to show or demonstrate

What will you use to film your video?

- Smartphone
- Webcam
- Hand-held video camera

Do you need to hire any special equipment or use any professional services?

[\[link to 1.9\]](#)

- Camera, tripod, lighting, microphones
- Professional camera crew
- Editing suite

CHECKLIST FOR PEOPLE BEING FILMED

Preparation:

- Ensure you have been well briefed and are clear about your role and what you need to convey
- Ensure you have understood and are happy to sign the consent form you have been given
 - Don't forget to sign and return the form **before** you start filming [\[link to 1.4\]](#)
- Don't write or learn a script off by heart beforehand
 - Unless you are a consummate professional this never looks natural, genuine or sincere
- In most cases whoever is making the video will be preparing guide questions to help prompt you [\[link to 1.8\]](#)
 - You can ask to see the guide questions to help you think about what you want to say (*but whoever is making the video may not want to share them in advance*)
- You may want to try out some responses with a colleague, but don't over-rehearse so you lose your spontaneity [\[link to 1.3\]](#)
- Be prepared! Make sure you have any relevant facts and figures at your fingertips
- Think of any relevant anecdotes you could use to illustrate points

Before you leave:

- Have a copy of the guide questions that will be used to prompt you to tell your story (*if provided*) [\[link to 1.8\]](#)
- Plan what you are going to wear – avoid stripes, too much red, white or black, and jangly jewellery [\[link to 3.1\]](#)
- Ensure your hair is neat, nails clean and, if worn, your make-up is natural and nail varnish is not chipped
- Make sure you have everything you need
- Give yourself plenty of time for travel so you are relaxed when you arrive at the filming location

Before filming starts:

- Check where you are being filmed and at what time you need to be in place
- Check your appearance – hair, nails make-up, clothing [\[link to 3.1\]](#)
- You can do some deep slow breathing and stretches to help you relax

- You will be given a sound check before filming starts, but it is a good idea to have some water nearby in case your throat becomes dry during filming [\[link to 2.4\]](#)

During filming:

- If you are being fed guide questions, keep your answers short, concise and on message [\[link to 1.8\]](#)
- Start by introducing yourself: your name, job title or role and why you are making this recording
- Speak in short sentences ('sound-bites') – one or two sentences on each topic should be enough, and is more likely to be used in the final film than a five minute speech!
- Be relaxed and enthusiastic: exactly as you would if you were talking to a friend. You should be speaking about something you are really experienced in or excited about, so let that show in your response
- It's important to explain why you feel the way you feel, so phrases like "I feel really passionate about this because...", or, "We need to ensure people understand, so these changes can be made..." will really resonate with people watching
- It really doesn't matter if you stumble or make a mistake: just go back to the start of your answer and say it again until you are happy

Appendix 4: Checklist for the person delivering the guide questions

CHECKLIST FOR GUIDE QUESTIONS

Preparing guide questions

- Guide questions should be prepared to reflect the story you want the person speaking to tell
- Guide questions will help the person being interviewed sound more natural and to keep to the point
- Guide questions should be broken down so they prompt the interviewee to respond in short sentences [\[Link to 1.8\]](#)
- It is usually helpful to share or discuss the guide questions with the person who will be speaking, to ensure they are happy with what they are going to be saying and they have an opportunity to rehearse

Some people will not need or want to have guide questions and will prefer to tell their story in their own words.

- If this is the case, it is important to encourage them to use short sentences and give examples to illustrate their points
- If the person speaking starts to ramble or to lose the point you may need to tactfully ask them to make their response again, but as a shorter version
- You don't need to film continuously – you may find it helpful to stop filming between each set of questions or section [\[Link to 2.7\]](#)

Delivering guide questions

- Decide who will ask the guide questions [\[link to 1.9\]](#)
- Will the person asking the questions to be seen and heard (as a formal interview)?
- If you are delivering the guide questions you can stand behind the camper man or woman so the interviewee is looking towards the camera, or you can sit or stand immediately to the side of the camera [\[link to 3.3\]](#)

CHECKLIST FOR FILMING

Before you start to film check:

- Everyone has been fully briefed, is aware of their role and what they should do and/or say [\[link to 1.3\]](#)
- Consent forms have been signed [\[link to 1.4\]](#)
- The location isn't busy or too noisy [\[link to 1.6\]](#)
- The background and lighting will show the contributor and what you want to be seen to their best advantage
- The contributors are happy, relaxed and confident [\[link to 1.3\]](#)
- The contributors' appearance – not too shiny, hair tidy, no jangly jewellery, name badges removed etc. [\[link to 3.1\]](#)
- You have a hair brush and matt powder on hand to use if needed
- You have the lists of questions for each contributor ready [\[link to 1.8\]](#)
- You have water for the contributor in case their throat dries up
- The microphones have been tested by asking the contributor to tell you something simple, like what they had for breakfast [\[link to 2.4\]](#)
- Set up your shot before you start – a good interview shot is from the mid-chest up, leaving a bit of headroom at the top [\[link to 2.2\]](#)

Filming:

- Film for a few seconds the start and end of each section [\[link to 2.5\]](#)
- Make sure the guide questions are short and relevant to prompt the contributor to have a conversation and tell their part of the story naturally, rather than as a wooden, pre-rehearsed, scripted soundbite [\[link to 1.8\]](#)
- If a response is too long or rambling, ask them to do it again, but without putting them under too much pressure
- Do not use the zoom or adjust the shot while you are recording [\[link to 2.5\]](#)
- Microphones on mobiles and tablets are usually not very powerful, so make sure you are not too far away, so it records your voice clearly
- Keep the camera, or device you are filming with at eye level – use a tripod or table top to keep the camera steady
- If you are filming yourself, look into the camera lens and use both hands to hold it, and tuck your elbows in at the waist to steady the device, and hold at arm's length
- Make sure you film b-roll shots other than the interview: cutaways such as the contributor walking in the location, talking to colleagues, a demonstration, or the contributors hands etc., which will all add colour to the edit [\[link to 4.9\]](#)

Appendix 6: Translation template

TRANSLATION TEMPLATE

PROJECT:			
VERSION:			
TIME CODE:	CONTRIBUTOR:	SCRIPT:	TRANSLATION:

Prepared for the 20th EULAR Annual European Conference of PARE, Lisbon, Portugal by:

ruder•finn

and

 **STREAMING.HR**

The Salisbury
29 Finsbury Circus
London, EC2M 7AQ
UK

Super Digital
Trg narodnih ucitelja 2
44250 Petrinja
Croatia