

Filming Technical Guide

You are going to shoot a short video of a few seconds with a digital camera or smartphone. Follow the directions below to ensure successful recording:

Venue:

- Choose a good setting for the image (e.g. in front of a flag, in a well-lit office, in front of a meaningful landscape, etc.);
- Ensure the venue is not too noisy.

Lighting:

- Have a sufficient source of light and avoid dim lighting;
- If possible, use natural lighting, but if the lighting is dim, feel free to add other sources of light;
- Avoid images that are too dark (under-exposure) and that are too light (over-exposure);
- Avoid shooting into the light (with the light source behind the person filmed).

Shooting:

- If possible, frame the image on the subject's upper body (bottom edge of the image at the speaker's waist);
- Avoid close-ups of faces;
- If possible, use a support to stabilize the camera during recording.

Image settings:

- The image resolution should be 1920x1080 (or 1440x1080 if other options are unavailable);
- The aspect ratio should be 16/9, which on a smartphone means shooting horizontally.

Sound:

- If possible, use a microphone to record the sound;
- If you do not have a microphone compatible with your shooting equipment, stand less than 1.5m from the subject to film, in order to optimize direct sound recording by the equipment. In this case, be particularly attentive to echoes in the room and external noises, so choose a quiet space that is not too small;
- Leave a period of silence at the beginning and end of the video to facilitate editing;
- In doubt, back up the recording with a second external recording;
- Wear headphones to verify good sound quality during the recording;
- Insofar as the video lasts only a few seconds, try to watch and listen to the recording after the filming in order to ensure both image and audio are correctly recorded. In doubt, it will only take a moment to repeat the recording;
- Audio should be recorded in stereo, 48kHz, 16 bit.

Sending the video:

- Your video should be sent to **presse@ambafrance-nl.org**, by **Friday, 25 May 2018**, via **WeTransfer**;
- The file should be named as follows:
COUNTRY or ORGANIZATION_SURNAMEFirst name of person filmed_Role
- Send unedited rushes without conversion or processing, by copying and pasting the folder containing the video.