

Technical specification for video, through mobile phone

Your video

Technical tips:

- Film in landscape/horizontal (**do not film in portrait/vertical**)
- Aim for a resolution quality of 720p or above if possible, preferably 1080p HD at 30 fps or even better at 60 fps (frames per second) – these can be set in your phone camera settings under record video
- Don't be too close or too far away from the camera, a nice head and shoulder shot is good
- Ensure your face is getting enough light so we can see you properly. Lighting is often an issue – ideally, film outdoors on a bright day in a shadow-free environment. If indoors, choose a well-lit room and experiment with ceiling mounted and tabletop lighting. You don't have to have a plain wall, if you have a nice landscape picture on the wall sit slightly to the side of it on a diagonal angle towards the camera so you don't cut half of it off
- Please don't film with bright windows or lights behind you, making you backlit.
- Please film using the rear camera of your mobile phone or camera where possible – you may need to ask somebody to do this for you
- Please take and send a minimum of two videos of the same talk in the same area.

Composure

- Don't start or end the video whilst reaching to press record off and on, Press record wait a couple of seconds and start speaking. The same at the end wait a couple of seconds after you have finished speaking before reaching to turn the camera off.
- Try and be as still as possible – and if you can stabilise your device in any way this will make for greater viewing. If possible, have someone hold it for you, or better still on a tripod
- Make sure there is three seconds at the front and back of the video to allow for any editing space.

Noise and background

- If possible, turn off mobile phones (those of others) to ensure there is no interference and place phone on airplane mode while recording so no calls/texts come through.
- Minimise the amount of background noise such as traffic or construction, animals, and the conversations of other people around you. If possible, please use a lapel microphone
- If sitting at a desk be mindful not to tap your fingers on the desk or shuffle any papers as this will cause noise interference
- Please take a note of your background – try to avoid recording in front of anything that could make your shot look 'messy' or unsuitable for viewing You don't want a lamp or a plant coming out the top of your head! equally be mindful of any personal items such as family photographs if recording this at home. And any mirrors in the background too.
- Try and avoid people in the background, personal photos behind them (pushchairs, people smoking or larking about)
- Make sure if there is a window behind the person and you are recording them ensure you (or the camera) is not shown in the reflection
- Please playback audio to test the quality of the recording.

- If you make a mistake just pause for a couple of seconds and start again to allow for editing
- **Introduction**
- Please introduce yourself. For example, 'Hello everyone, my name is John Smith and I'm xxxx at Sunderland City Council.'
- If using paper scripts, try and keep them out of sight and try not to shuffle them on camera. If you need to refer to them do so but remember to wait a couple of seconds before and after speaking for editing purposes before each glance back at the script
- For longer scripted video recordings, you can use a video teleprompter app which allow you to insert scripts into the app, have a look at your app store for your specific phone, but for iPhone you could try either <https://my.promptsmart.com/promptsmart-plus?lmref=B4DSFg> or <https://apps.apple.com/au/app/teleprompter-premium/id941070561>

Format

- Go outdoors
 - If it's a nice sunny day, you could do the video, or include some footage from, outside, to avoid an office background. It is the perfect opportunity to film some b-roll too!
- Don't forget to pause
 - Allow yourself natural pauses at the end of a sentence or section. These pauses will allow for easier editing and a better final product.
- Cut away or panning footage
 - If you do want to show movement, such as panning around or showing a room don't do it too fast which is going to make people feel sick – take it a little slow and do it in stages if needs be too. More is better - we can always edit stuff out or speed it up, but we can't add footage if it's not been recorded!

If in doubt just shout

- Involve the digital team for help
 - We're here to help with good ideas for filming and of course the editing so the frames can be mixed together effectively.

Getting the video to us

- Depending on the file size you can send videos to us in a number of different ways, but the best way would be on line, just google [We Transfer](#) and follow the instructions to add your file, then send it into us at ecomunications@sunderland.gov.uk
- We can also use Dropbox or via WhatsApp. Just contact one of the digital team