

## Video Quality Control

Whether you are shooting video as part of the Media Team or as a volunteer on a Missions Trip or for a Church Event, there are certain things that each video must maintain to keep the Quality the same at FUMCG. Below is a list that will keep everyone on the same page. Note, these rules do not apply to live feed video, church services or performances.

**KEEP SHOTS SHORT.** The rule of thumb is no shot should be longer than 10 seconds long but within those 10 seconds each shot should tell a story. The reason we keep shots short is because it helps when editing. If you see something taking place (i.e. Some people playing catch) then get a couple of 10 second shots of them throwing and catching. Don't record them for 5 minutes.

**ANGLES.** Not everyone will have the luxury of shooting on a tripod but even if you do, change up your Angles. Low Angles, High Angles, Dutch Angles or Over the Shoulder all add interest to what people are seeing and by what Angle you choose tells a story in itself. A Low Angle (camera tilted up) tells the audience that this person is strong. High Angles (camera tilted down or God's Eye View) can put a more humble tone on a shot and by shooting Over the Shoulder brings the audience into the situation and makes them feel more involved.

**HAND HELD.** If you don't have a tripod in which to lock the camera down for your shots then Hand Held is the only other option unless you become resourceful. If you are shooting Hand Held then you need to shoot your footage in the "WIDE ANGLE" setting. This will help eliminate jitter, wiggle and bounce associated with most hand held shooting. If you are shooting in the "WIDE ANGLE" setting then you will need to move closer to your subject for better frame cropping. When shooting Hand Held refrain from "whip pans" (rapidly turning the camera to the left or right to quickly get a shot). Check your camera to see if it has "IMAGE STABILIZATION or IMAGE STABILIZER", if it does then make sure it's ON and this will Stabilize your shots even better.

**STORY.** Most people think that videos that are only 3 minutes long don't need a Story, that a series of images from the same Mission Trip or Event is the story but that isn't true. When placing shots together a STORY needs to be told. This can be achieved with a voice over (narration) or with appropriate music. However, when do a voice over you have to have good audio equipment – otherwise don't do it. Just talking to the camera while shooting isn't a voice over. And when using music, the audio from the video needs to be lowered or totally removed to reduce audio clutter. And keep the music to one or two songs. Constantly changing music after a few seconds or dropping it out to hear audio from the video is distracting.

**TEXT and SUPERS.** Text on the screen can explain a lot but use it sparingly. The audience is wanting to watch a video and if there is action on screen and then a bunch of Text or Supers flying in they tend to lose interest. And if you use Text then make sure

it's shadowed. White Text with a background that may contain white in it will swallow up the Text and make it impossible to read.

**EDITING.** Editing can be the most challenging because you could have an hour's worth of video footage that needs to be cut down to 3 minutes. This is where **STORY** comes into play. Like a scene, it must have a beginning, middle and an end and at the same time tell a **STORY** that people can follow. This is where music selection can make things easier. But if you choose a song that only has meaning to those **IN** the video then you will lose your audience. The audience wasn't there and it's up to you to tell them the **STORY**. As you edit there will be shots that you may absolutely love but they just don't fit the **STORY**, sorry but you'll have to cut your favorite shot for the sake of the entire video. Putting together a montage of video clips may be fun for those in it to watch but not for those who weren't there.

Once you've placed your shots together make sure that each shot is in its entirety. There's nothing worse than watching someone being carried to a swimming pool to be thrown in only for the video to cut away and the audience never gets to find out what happened. You wouldn't sit through an entire movie if every scene were cut before you got the payoff so make sure your audience gets the payoff.

As you finish your editing go back through and make sure that all your cuts line up and your audio isn't peaking out. If you've done a voice over, make sure that it is clean and mixed to where the voice over is louder than the music or background without being overpowering. It's always good to have at least 2 versions. One with voice over and one without, just in case.

And now you're ready to present it to the Church. If you have the ability, we like finished videos to be rendered as an MPEG 1 if possible. MPEG 2 can also be accepted but they are usually much larger in size than the MPEG 1 and sometimes will not play. And both campuses need a copy so keep that in mind as well. If you only have the ability to burn it to DVD then we will need a total of 3 copies. All videos must be submitted no later than 8am Sunday morning if played in that day's services. All videos must meet the above Quality Controls and Ministry Moment standards in order to be played.