

# Working with Video

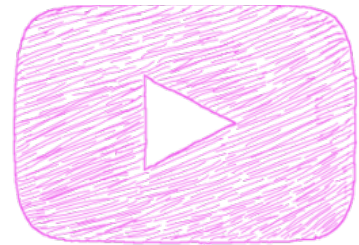
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A good practice guide

## Working with Video – Good Practice Guide

Video can be a great addition to a PERSON CENTRED PLAN as it can convey messages in a very visual and animated way. People often relate to the moving image better than they do to still images and text.

To ensure that the videos you make are effective communication tools, here are some good practice tips that you should always consider...



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### Things to consider when using video



1. **Ask yourself why you need video?** – For sound, action, storytelling etc?



2. **What is your message?** – This is particularly important as video can communicate many messages, some of them unintended...



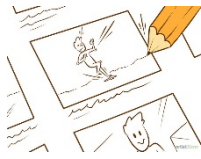
3. **Remember** that video is **sound** as well as moving pictures – background noise needs to be considered (the same as when you are recording audio only).



4. **Remember** that **video clips should be short**. It should only convey the message that *you* want. An ideal clip length is between 20 seconds and 1 minutes.



5. **Video files are BIG;** the longer the clip, the bigger the file and the longer it will take to load and play.



**6. Plan your shoot** carefully to get the best out of the medium.



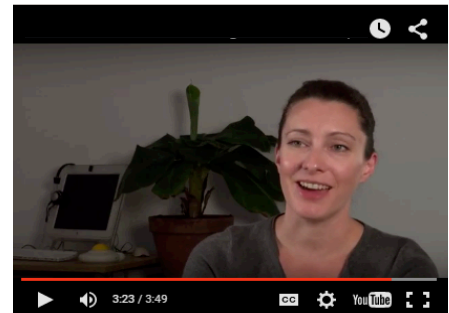
**7. Be the Director** - so people know what to do:

- Rehearse & re-take
- Say 'quiet please' and '3 2 1 action' etc.
- Silent starts save editing out noise
- Encourage performances, play roles, have fun
- Take selective scenes.

### A word on talking heads

What does using video add to what could easily have been an audio podcast?

- Easier to understand
- Friendly face, talking to the users
- Direct address and facial expressions to emphasise the message
- Audio recorded speech is easier to do well
- Add photos or 'cutaways' to voice-overs for a rich effect.



### Golden video rules

- Generally, keep cameras still, use tripods and tables
- Hand hold shots only on the widest angle, then move slow and smooth with a clear objective
- Don't zoom when you are shooting
- Move close to make things big
- Shoot clip by clip
- Make good sound.