



**PRODUCTION**



**ICRC**



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# PRODUCTION: PHOTO AND VIDEO PRINCIPLES

Now that you did your preproduction, it's time to learn how to get it done. You will capture the footage using your mobile phone or a camera, and ideally microphone/ or lights. This is for both shooting on a certain location – like a community – or in a studio.

Let's start by learning some basic concepts and principles that will give you some ideas of the many possible approaches there are to make your videos and photos better.

**Camera concepts:** To use a camera there are several options to take in consideration like ISO, White Balance, Shutter Speed, Aperture, among others. But so much information can be overwhelming. If you're a photo geek and want to learn more about technical photography, [visit this link](#).

TUTORIAL: Manual options in mobile.



Now that you know how to use your mobile phone's camera better, let's have a look to other important concepts to take better video and photo.



## TYPES OF SHOTS

Establishing shot



Extreme wide shot



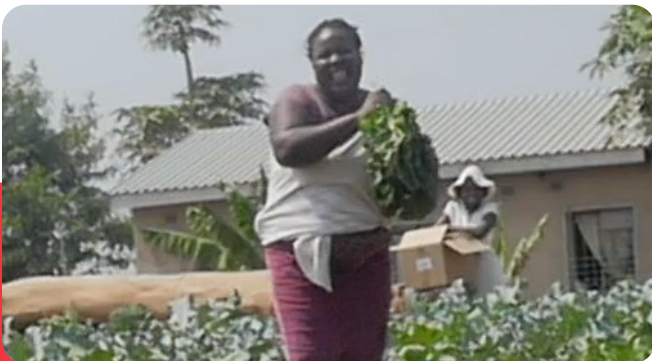
Wide shot



Full shot



Medium long shot



Medium shot



Medium close up



Close up



Extreme close up



## TYPES OF SHOT BY FRAMING SUBJECTS

Single shot



Two shot



Three shot



Over the shoulder



Point of View



Over the hip



## ANGLES

Eye level shot



Low angle shot



High angle shot



Knee level shot



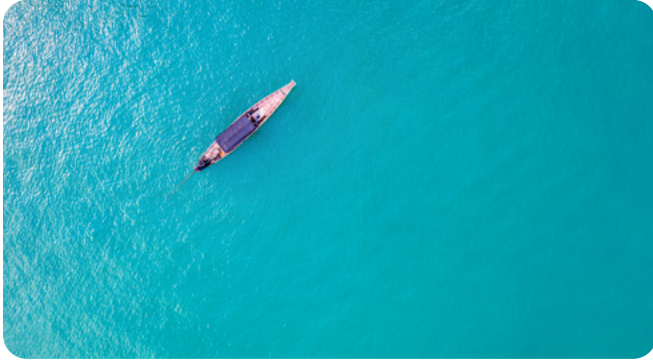
Ground level shot



Shoulder level shot



Bird's eye view shot



Aerial shot



## MOVEMENTS



**Pan:** Moving your camera horizontally from one side to the other. It helps to reveal a larger scene, like a crowd or a place.



**Tilt:** To tilt, imagine your camera is your head nodding up and down.



**Zoom:** It lets you quickly move closer to the subject without physically moving. However, movement is always better than zoom.



**Tracking shot:** The camera moves alongside what it's recording. Tracking shots will generally follow along the horizontal axis as the subject moves.



**Dolly shot:** when the camera moves towards or away from the subject. You use this instead of using your zoom.



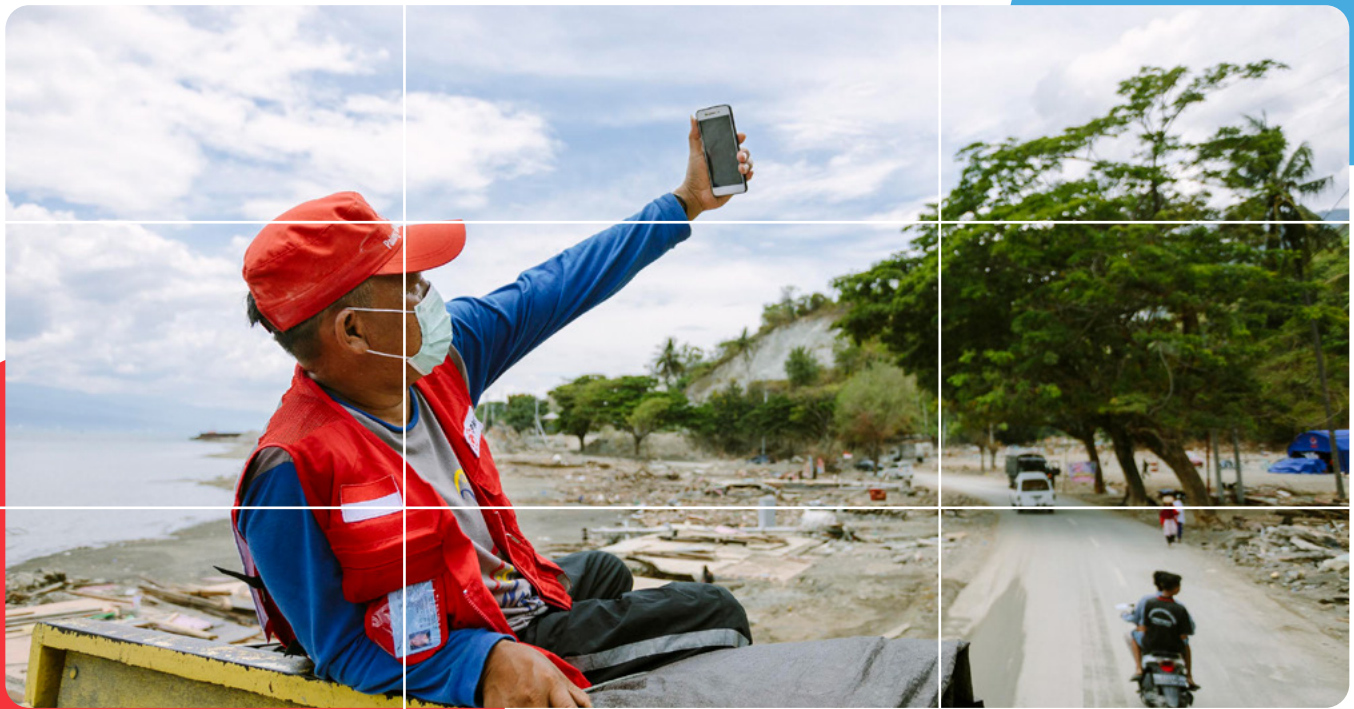
**Following/traveling shot:** It's a tracking shot in which the camera continuously follows the subject's action.



**Pedestal:** Also known as a Boom up/down. This involves moving the camera up or down relative to a subject. It's different from the tilt that we saw earlier, as the entire camera ascends or descends, rather than just the camera's angle.

## RULE OF THIRDS

This is a compositional guideline that breaks an image down into thirds (both horizontally and vertically), so you have nine pieces and four gridlines. According to the rule, by positioning key elements along the gridlines, you will get a better composition.



All these concepts are important to make good photos and videos with great composition and meaning. For taking video stories, it's always good to follow some tips:

**Start with a wide or establishing shot**, something that tells the audience where and in what context the story is taking place.



Then, introduce **the main character**. This could be with This could be a full or medium shot of the person in the setting, doing something related to the story that helps the audience understand what they are doing.



Depending on the kind of video, you can **combine details** and more close up shots to tell the story.



**For social media content**, it's recommended to start with a catchy shot, quote or action from the character. We only have **less than 5 seconds** to catch people's attention. Starting with a general establishing shot might get them to scroll down without seeing your content.





Here are some tips to take a good photo too:



Use your focus wisely, always tap your screen to ensure the right place or person is focused.



Always try to use proper light, the camera not always catches what we see, so it's important to take the photos with proper light.



Hold your phone still so your photos do not appear blurry or warped.



Consider getting a tripod so you can always know that your photo is well balanced.



Look for symmetry or asymmetry in your photos, this will give order and balance to your photo.



Search for patterns, if you see elements that repeat over and over, like lines, geometric shapes, forms and colours, they will make a strong visual impact.



Do not to use zoom. This will reduce the quality of the image, , blur or put grain in your photo.



Always maintain your camera lens clean. Clean it with a soft cloth.



## LET'S PRACTICE!

Practice the type of shots, angles and movements and share with colleagues and mentors for feedback.



## CAPTURING GREAT AUDIO

If photography is the first fundamental building block of the skills required to be a great visual storyteller, then audio is the second – and equally important – element.

In this section, we look at the basics of recording good sound, including the audio recording features of smartphones and the use of external microphones.

### Basic concepts:

No matter what phone, apps or microphones you are using, these concepts are will help you a lot:

**The closer the better.** The single most important factor when recording sound is that the microphone is close to the source of the sound (i.e. the person speaking). This is especially true when interviewing people in the field, where there is often a lot of noise competing with the speaker's voice. **Beware:** video interviews of people in the field where there is not a direct, close mic are usually **not usable**, unless the camera is very close and the person is speaking loudly – which is not ideal.

**Why?** A microphone does not discriminate: it will record all noises equally.

### Example:

Most people can have a conversation in a room with a noisy air conditioner and not even notice it's on. Our brain allows us to tune it out, but a microphone won't to that. Unless the microphone is placed close to the mouth of the person speaking, the hum of the air conditioner will be too loud in relation to the person speaking.



**Think about the environment.** Unless you are deliberately choosing to do an interview in the midst of an action – a food distribution, for example – it is generally better to do interviews in environments that are as quiet as possible. Background noises are distracting, and they can cause problems when editing your video. If possible, do a full interview in a quiet place (watch out for possible echo) and then, also ask some questions to your subjects while they are in action.



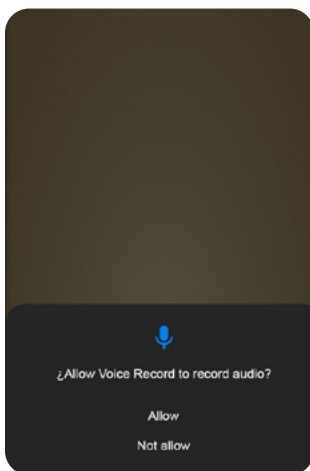
### **What are the best tools to use?**

To record audio easily, you can use the audio recording app that comes in your phone by default allowing you to record and share your audio. This default app provides the option to record, stop, pause and save. After you record, you can share the audio via email, or any other chat app. However, we recommend you to share it through e-mail so the audios can maintain their original quality.

If you are looking for more professional options you can use this app:

### **Voice record pro**

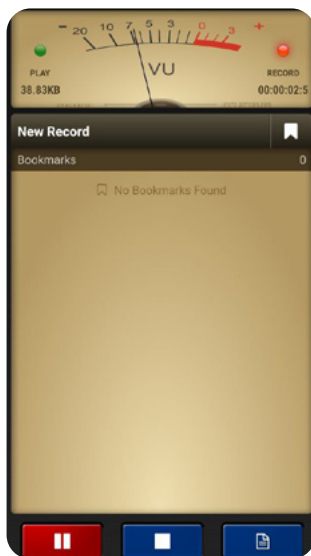
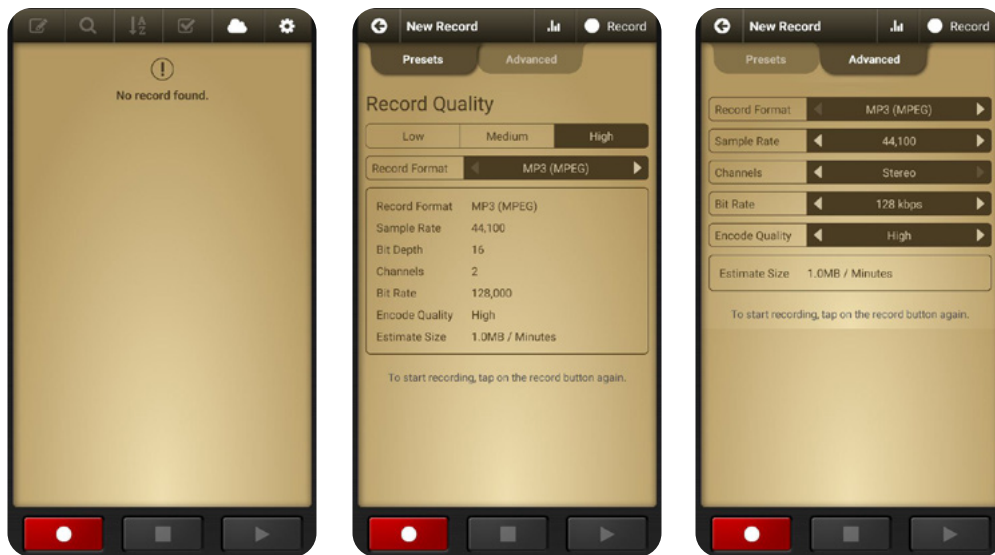
This app is for android and IOS.



To record voice/audio directly in the app:

When you first launch Voice Record Pro, you will be prompted with a screen which requests that the app is allowed to access the microphone. Say YES as the app cannot work without this permission. You may also be asked for permission to “calibrate the audio engine” – again, you must give permission to do this.

Within the app, you should notice the big REC button, and while instinctively you may feel that this would make the app record, it actually takes you to a quality settings menu first. The settings menu has two tabs at the top of the screen. Select ADVANCED and copy the settings as in the third image on the top row of the illustration below.



You are now ready to record in higher than CD quality (48Khz). Note that when the record window opens you will see a VU (Volume Unit) meter to show your record level. If you tap on the VU scale, it switches to a digital meter. Press STOP (square button) at the bottom of the record window when you are done recording. Note: you can also PAUSE/UNPAUSE and you can also add bookmarks while recording to help find important sections afterwards.

TUTORIAL: Voice Record APP



## TO RECORD AUDIO AND VIDEO SIMULTANEOUSLY:

The best option to record audio is to do it directly while shooting your video. But you would have to be very close to the audio source or have an external microphone connected to your phone. There are several types of external microphones but these are the ones you'll need most:



**Lapel mics:** It is a small, discreet mic that comes in both wired and wireless options. This is ideal for interviews. You can clip it to a person's shirt. The idea is to get the mic as close as possible to the subject's mouth without it being too obvious on camera. Make sure to hide the cables!



**Earphone mic:** If you don't have a lapel mic, this can be your best option, since every phone nowadays brings their own earphones with microphone included. Simply tuck the earpiece inside your interviewee's collar with the volume controller (where the mic is located) exposed.



**If you don't have an external microphone:**

**Stay close:** use a close-up shot and keep the built-in microphone no more than 1 meter from the person speaking (a common technique used in selfie videos even in noisy environments).

## TIPS TO IMPROVE YOUR AUDIO



If you do not have a microphone, but have two phones, you can use one to take video and the other one to record audio and put it as close as possible to the character's mouth. This is one of the best and easiest solutions as the audio recorded on the extra phone can easily be synced up to the video recording later.



Always make a sound test before you take the actual footage. Record the person stating their name and job title, and you can also ask them to count from 1 to 10.



If there is a lot of background noise, ask if it can be turned down, if not, search other location for better audio results.

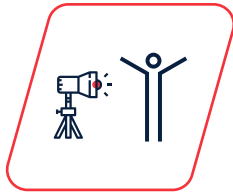


If possible, always listen to the interview in real time so you can hear what is actually being recorded.

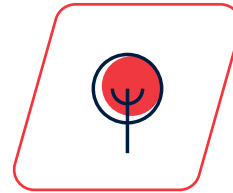
## LIGHTING PRINCIPLES

The light generates the ambient of the story. With a little awareness, you can be sure to have great images and control shadows of the objects and people you are recording/photographing.

Before we get into the specific tools and techniques, here are some important concepts to understand:



Make sure the light is shining on or at the thing you want to film, not at your camera. So, when you are in the field, position yourself behind the sun and shining on the thing or person you are shooting.



Think about the environment. Will you be in the shade, under trees? What are the natural and unnatural sources of light, reflection and shade. Use these to your advantage.



Don't be afraid to ask for help. Some good lighting fixes are simple, but it can require an extra set of hands.



If you're worried that your subject will get impatient, or not understand why you are doing this, use these concepts to explain why this will make a big difference in making them look much better in the video or photo.

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## TYPES OF LIGHT:

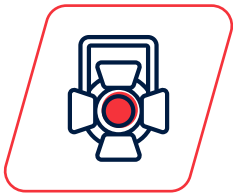
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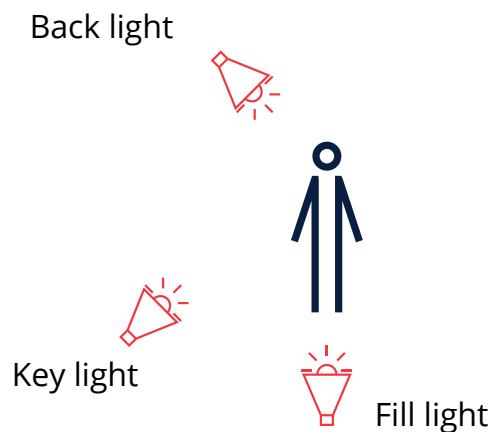
**Natural:** This comes from the sun and is affected by the time of day. Some good times to shoot with natural light are mid-morning and mid-afternoon, so there is enough light, but not so much it burns your take.

If you must take the footage at mid-day, you may use a light diffuser. You can use a white umbrella or some kind of white cloth to diffuse the light. If you do not have enough light, or the light is very strong only on one side of the person you might want to use a light bouncer. You can use a light protector for cars. Put the bouncer against the sun to reflect the light and create a smooth lighting effect on the person you are recording.



**Artificial:** This light comes from lamps, spots, flashes and other luminous objects that can be controlled by you.

In an ideal world you would have 3 lights to do a standard three-point lighting like this one:



Sometimes this is difficult to do, and sometimes there is no time to set the lights in the rush of the situation. If you have one light, it could be a light from a phone, or if you have a ring light you can use a different lighting scheme like this one:

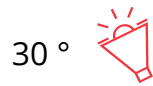




Frontal



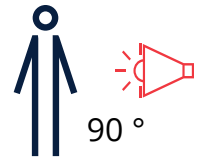
Loop



Rembrandt



Lateral



90°

If you don't have any other lights, you can also use the one on your phone while you take the footage. That will give you a frontal light, but just be sure not to be very close to the person so it doesn't burn your take.

