

Gulf Digital Sport Campaign

#Active Tuesday

Videography/ Photography Tips

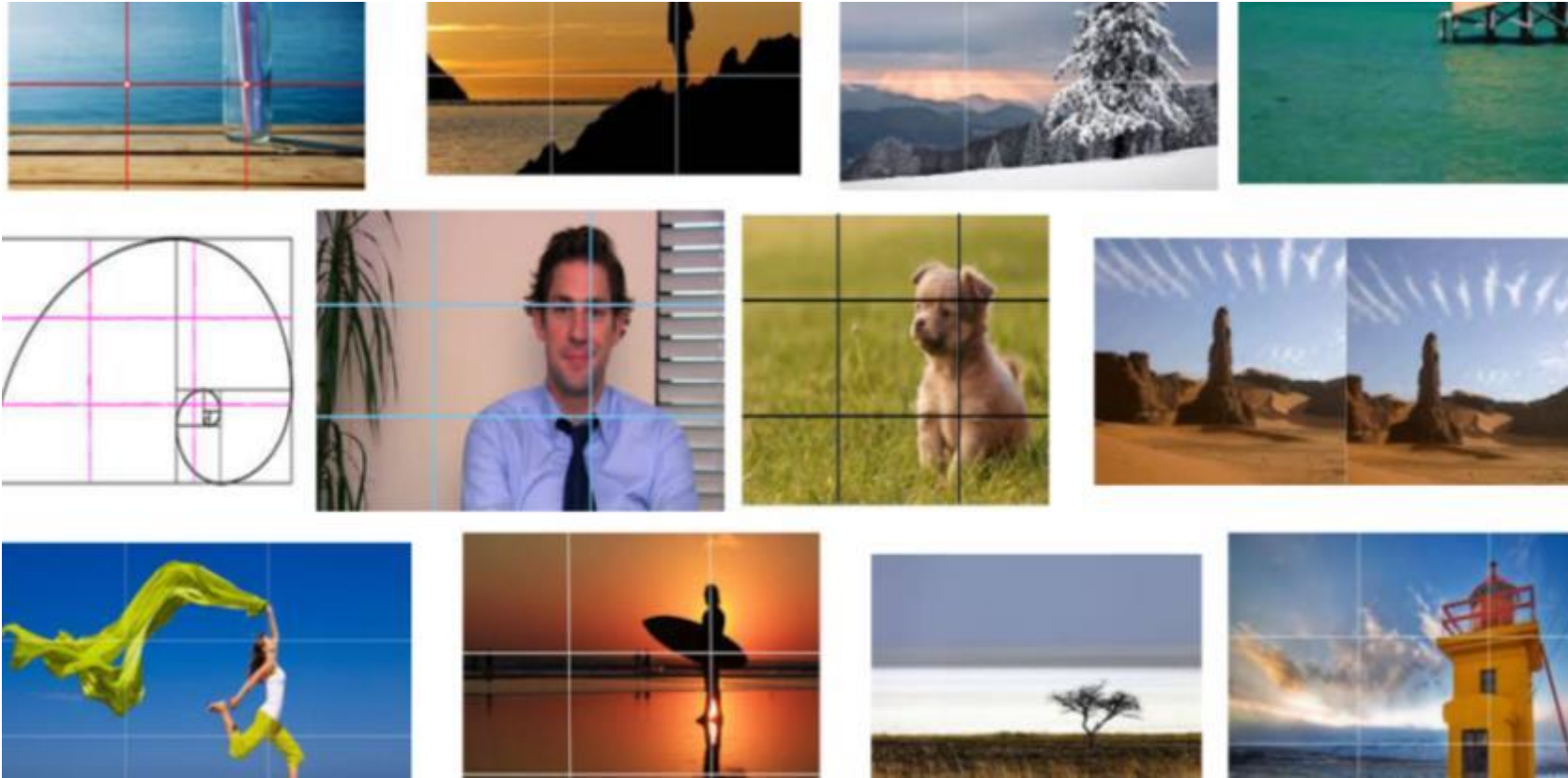
June 2020

In this document we will share with you some tips on

- Framing
- Lighting quality
- Sound quality
- Stability



Rule of thirds



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- **Watch out for head space**
 - **Avoid using zoom function on phone**
 - **Rule of thirds**



Creating Quality Footage

- Using a background where other people/objects can be seen (such as a sports field) communicates authenticity – seeing people in their natural environment feels genuine and adds a sense of time and place.
- Make sure the sound quality is good, use a quiet location
- Use natural sunlight or external lighting (see next page)
- You may also choose to use a blank background, allowing you to shoot anywhere, but choose a suitable background colour. Bright colours like yellow, orange or red will cause colour reflections and can be unflattering for the subject.
- Using a solid colour can also make the production process more efficient as it eliminates the need to set up multiple interview shots.
- If using I phone, use gadgets like mic, tripod, special filming applications.




WATCH

THIS

Lightning & Audio

Lighting

Too often we shoot videos that look dark, and it's not always easily fixed during post-production.

Ideally use a bright room, filled with natural sunlight.

Make sure that the video is not over/under-exposed and that there are no shadows on the subject's face.



Audio

Aim to use a microphone to record audio – either recorded externally (to be edited in), or by attaching a microphone to the camera to record simultaneously with the video. By using a unidirectional microphone, we ensure that the only sounds being picked up are the ones we want.

Have a pair of headphones handy in order to test audio quality before filming the final product.

Video Framing

- Always record the video in a LANDSCAPE MODE.
- Try to shoot in the highest quality (Ideally 1920x1080p).
- Make sure the subject of the video is in focus.
- Apply the rule of thirds:
 - The video should be imagined as if its divided into 9 pieces on the screen (divided by two horizontal lines and two vertical lines).
 - The subject of the video should sit on an intersection of the two lines, as opposed to the centre of the frame.
- The subject should have enough head room (vertical position of the subject within the frame – the distance between the top of the subject’s head and the top of the frame) on the screen to create an aesthetically pleasing visual.



Consent Form

Please don't forget to sign the consent form if you're an adult.

If you're a guardian of a participant under the age of 18, both you and your son/ daughter must sign the photo consent form

All participants must read accompanying guidelines

Please read this form carefully. It sets out the terms on which you agree to the British Council using photographs and/or videos and/or audio recordings of you or your child to create content and using this content on British Council's digital platforms as part of the Gulf Digital Sport Campaign. If you're a parent of a child under 18, it also takes your permission to allow your son/ daughter to participate in online activities. Please complete, sign and return this form to a representative of the British Council.

Background

The spread of the Covid-19 pandemic had a direct impact on mobility and mental health around the globe. Countries in the Gulf region have responded differently to the pandemic introducing different measures to contain its spread, varying from social distancing measures to partial or full lock-down. This has had a great impact on people's physical and mental wellbeing in the Gulf.

As a response to Covid-19 and to continue supporting our sports programme community in the Gulf, the British Council is launching the Digital Sport Campaign on our social media channels. The campaign will include many activities and challenges to take part of.

Data Collection and Using

The British Council

- Confirms that it will collate and store participants submissions for the sole purpose of the Digital Sport Campaign and the Sports Programme
- Content will not be shared with third parties, partners or externals
- Content will be used by the British Council on its own social media platforms
- Content will be retained by the British Council as per the British Council data retention guidelines

Name (the "Individual")	
Age (if under 18)	Date of Birth (if under 18)
Event/Project/Activity: Gulf Sports Digital Programme – Active Tuesday	

Thank you

#MakeSportHappen
#ActiveTuesday