

Digital Film Making Handbook, Tips & Guide

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This is a Guide
for preparing and organizing

Videographers

for

creating and completing

Pre & Post Production Digital Film Making Projects

Film Making Handbook, Tips & Guide

I assembled this guide as a tool to help me with organizing my Video Resume Internship.

Hopefully it can be of use and be adapted as a guide for other students preparing for their Digital Video Internships.

My goal was to assemble a series of guides, layouts and best procedures practices that help with:

- Assessing the location for recording the video presentations
- Best practices for working with clients: ways that worked in creating an encouraging environment, getting the clients comfortable in “being” themselves, and capturing those moments where they feel confident, engaged, “at ease” and smiling
- Check off lists for:
 - Equipment List for video recording set
 - Assessment List for appropriate recording set space
 - Setup guide for a portable video recording set
 - Suggestion List for working with Video Resume Clients
 - Post Production “Check Off List”
 - Accessing Video Resume YouTube Account & Channel (with limited access)
 - Care, Handling & Maintenance of equipment
- Release forms
- Room Layout and Lighting Guide
- Client Video Resume Preparation List

I realized while I was “DOING” the Internship that I was going to need to create several videos to explain some of the topics that I’m trying to cover.

So, there is both the Handbook and the Videos that accompany it.

The time simply went by way too fast, and I was a bit ambitious regarding what I could accomplish in this Internship schedule.

Assessing the location for recording the video presentations

Assessment List for appropriate recording set space:

What are the size or space requirements you need in order to:

- Arrange your lighting systems
- Setup your camera for consistent shots each session
- Provide enough comfortable space for you, your client(s) and equipment

Other areas to access:

- a. What additional lighting will be needed for your set location
 - The kinds of “fixed” lighting – shading, tinting & shadow considerations
- b. If using a Green (or Blue) Screen:
 - Depth consideration for green screen use - to minimize color spillover
- c. Room noise:
 - Is there an echo ?
 - Is there hum ?
 - Is there A/C blower noise?
 - Circulation fan noise?
 - Is there hallway noise?
 - Is the room next to:
 - Bathroom(s) with periodic fans turning on & off
 - Conference room?
 - Cafeteria?
 - Construction
 - Highway/ Noisy Street
- d. Stable electrical power
 - Is there consistent power?
 - Are there enough outlets for you to plug in your video, lighting & audio equipment?
- e. Air circulation needed for set location
 - Is there adequate ventilation and air flow in the room?
- f. Temperature needed for set location
 - Is there consistent comfortable temperature that can be maintained throughout your recording time?

These are just some of the things one needs to consider when assessing your needs for a room. You may have thought of others, and I’ve left some space so that you can write them in below:

Best Practices in working with clients

The clients I've worked with really appreciate that they have this opportunity to create a video resume of themselves. The entire experience seems to help build their confidence.

I really want to make this experience one that contributes to their success, and have them feel really good about the entire process.

Here are some suggestions of things I've done to help make the experience a really pleasant one.

- Encourage the employment team prior to the resume recording to:
 - Work and help the client develop talking points (the client can “own”)
 - Work (rehearse) with the client on their presentation
 - Arrive at three primary points and/or objectives

- Build a non-threatening environment
 - Have water available
 - Validate your client's concerns
 - Ask the client to tell you a little about themselves, and record it. They are probably aware that the “Red Light” indicates recording, so help them get comfortable with it being on
 - Encourage your client's toward “being” themselves
The object is recording those moments where they are authentic, pleasant, forthcoming & comfortable. That's what I strive for; in my humble opinion, that's what “sells” them
 - Release any pressure the client may have regarding “time”
 - Sincerely reassure the client we'll all do our best
 - Let them know we'll rehearse and record, till we're comfortable
 - Retakes are “just” a non-issue
 - Validate the client as they release their fears, frustrations, anxiety
 - Find various tools to help the clients remember their lines
 - Examples: White board, Use of simple terms
 - Create the rehearsal experience as one of encouragement

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Check off Lists:

1. Equipment List for video recording set:
 - g. Unpacking & packing equipment suggestions
 - h. Protective & mobile storage containers for all needed equipment
 - i. Camera(s) (Video & Still) with batteries & AC adapters
 - j. Tripod(s)
 - k. Microphone(s)
 - l. Microphone stand(s)
 - m. Audio mixer
 - n. Headphones
 - o. Batteries (and spares) for lapel microphones, mixer, etc . . .
 - p. Laptop, battery & AC adapter
 - q. Video/Audio/Special Effects Editing Software
 - r. Lighting Equipment (umbrellas, ambient & spot light)
 - s. Spare bulbs for lights
 - t. Green Screen(s) & frames
 - u. Electrical cords & surge protectors
 - v. Audio cables
 - w. Data transfer cables
 - x. Stools, chairs, tables needed
 - y. Water, cups, facial tissue (for clients)
 - z. Pencil, Pen, Notepad
 - aa. Client Information and Client Release forms

2. Assessment List for appropriate recording set space:
 - a. Size or space requirements needed for set location
 - b. Lighting needed for set location
 - c. Lighting – shading, tinting & shadow considerations
 - d. Depth consideration for green screen use
 - e. Stable electrical power
 - f. Air circulation needed for set location
 - g. Temperature needed for set location
 - h. Assessment of noise levels during time of recording clients i.e. ...
 - (HVAC, hum from lights, sources of hum, traffic noise, ambient noise from surrounding rooms, hallways, & people)

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3. Setup guide for a portable video recording set:
 - a. Stage layout guide – with image examples
 - b. Clean cameras lenses just prior to shoot
 - c. Camera settings for video
 - d. Camera settings for audio
 - e. Camera white balancing
 - f. Tripod (POV) recommended height setting
 - g. Lighting – overhead light contributions & effects
 - h. Lighting – balanced lighting
 - i. Lighting – requirements for Green Screen
 - j. Stable electrical outlets & surge protectors
 - k. Safe Electrical & Data Cable practices

4. Suggestion List for working with Video Resume Clients:
 - a. Maintain professional, time efficient, encouraging, solution oriented character
 - b. Create a comfortable, safe, reassuring environment
 - c. Assist clients with becoming comfortable and at ease in front of a camera
 - d. Assist clients with recording scripts that are appropriate for their personality and employment objective.
 - e. Help clients create their best and highly effective video presence

5. Post Production “Check Off List”:
 - a. Compile all copy and contact information and check for correct spelling of:
 - Client name
 - Client contact
 - Copy content
 - b. Edit video & audio (maximum of 3 minutes)
 - c. Add appropriate Special Effects & Titles
 - d. Add appropriate music background
 - e. Upload video (for Peggy’s review) to limited access YouTube Channel
 - f. Perform final edits & recommendations (from Peggy)
 - g. Upload video (for Peggy’s final review) to limited access YouTube Channel
 - h. Load file onto Client’s Flash Drive

6. Accessing Video Resume YouTube Account & Channel (with limited access):
 - a. Login: User Name: _____ Password: _____
 - b. Guidelines for uploading resumes for Peggy’s review
 - c. Email template for informing and requesting Peggy’s feedback regarding video resume reviews.
 - d. Guidelines for providing final video product to Client and loading onto their flash drive

7. Care, Handling & Maintenance of equipment:

Note: Adopting these habits saves time, money and reduces maintenance, accidents and frustrations

- a. Leave dust cover on camera lens until ready to shoot
- b. Clean camera lens just prior to shoot
- c. Never leave a camera unattended
- d. Never point camera directly into a strong light or the sun
- e. Always double check when locking down the camera onto the tripod
- f. Always double check when tightening pan tilt & rotate tripod levers
- g. Tape down any cables prior to clients arrival
- h. Always minimize client contact with Any Cables
- i. Turn lights on only when in use
- j. Never leave lights unattended
- k. Turn all audio levels to 0 (zero) prior to turning the camera or mixer on
- l. Check microphones, cables prior to clients arrival
- m. Always remove batteries from All Equipment when packing them away
- n. Always carefully and securely pack equipment away at end of shoot
- o. When packing and unpacking, Never Leave Any Equipment Unattended