

HOW TO CAPTURE BETTER

VIDEO & PHOTOS

At Lead4Change we are excited to see what students like you can create when given the right tools. We want to help you capture the best moments of your project so you can not only share it with us, but with the world. In this guide you will find tips, tricks, and resources that will help you capture better video and photos.

LEAD4CHANGE
STUDENT LEADERSHIP PROGRAM



3 SECOND HOLD

When recording video, hit the record button, wait 3 seconds before speaking. Then do the same thing before you hit the stop button. This will make any editing much easier.

PACE YOURSELF

When recording audio or video you want to be sure and talk slowly. Give yourself break in between your words. This will not only help people follow and understand what you are saying, it will also help during the editing process.

EDITING

There are a number of programs you can use to **edit your photos, audio, and video** in. To name a few:

- > iMovie
- > Windows Movie Maker
- > Adobe Spark

SAVE

Be sure to save all your **original files** somewhere safe so that if anything happens in the editing process you can always go back and grab the original.

5 MINUTES OR LESS

Keep all videos short. This will not only help you in editing later but also help your viewer stay focused. Short and sweet!

LOCATION

Always double-check the **location address and estimated time** it will take you to get to your destination. Try to show up 15 minutes early this way you can get set up and fit in a test shot or two.

DOUBLE CHECK

Always double check **your work to ensure you captured everything** you needed before wrapping up. The worse thing is feeling like you got everything, get home and find out you forgot to hit record or didn't check the audio or the image is too dark to use.

All of these things are important. Lighting especially for photos. Nobody can use a dark photo to show off their work.

Always make sure to test your equipment to ensure everything is working and looks good.



SHOOTING VIDEO ON A SMARTPHONE

Flip the phone so that it is in landscape mode. You want to have the camera lens on your left side so that it looks like you are talking directly to your viewers.

GET A FRIEND INVOLVED

Invite a classmate or friend to tag along to the shoot. They can be your test subject, help make sure everything runs smoothly, and make you feel more comfortable during those interviews.

TALKING POINTS

List your key points on a 3x5 card or if you have a friend helping, write them on a poster board so your friend can hold them up like cue cards.

INTERVIEW

Interview your friends, classmates, teachers or advisors about Lead4Change. You want to capture how the program makes them feel and how it's making an impact on them and the people around them.

ANGLE

Shoot either at eye level or slightly above. By having the camera slightly higher than eye level your subject will be more presentable.

LIGHTING

Is key and makes a world of difference! Play with lightening by simply moving around to see what angle gives you the best lighting.

AUDIO

This is a big one! Bad audio can ruin an amazing video which you worked so hard on.

Try to use a mic like the one that is built into most headphones that come with a smartphone.

Remember, the closer you get to the person speaking the better! Also, try to reduce background noise by moving to a quiet area.

ZOOM

It's best not to use the built-in digital zoom. Instead move closer or further away from your subject.



LIGHTING

Is key and makes a world of difference! Play with lightening by simply moving around to see what angle gives you the best lighting. Try not to shoot in direct sunlight and avoid low lite or dark places.

ANGLE

Shoot either at eye level or slightly above. By having the camera slightly higher than eye level your subject will be more presentable.

ZOOM

It's best not to use the built-in digital zoom. Instead move closer or further away from your subject.

SHOOTING ON A SMARTPHONE

Try adding a filter from Instagram or your camera's built-in editing program to help make you photo pop. This is especially helpful when dealing with low lighting and shadows.

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Looking for something extra?

STOCK VIDEO CLIPS

- > www.videoblocks.com
- > videos.pexels.com

STOCK MUSIC CLIPS

- > musicformakers.com
- > creativecommons.org/about/program-areas/artsculture/arts-cultureresources/legalmusicforvideos

PROJECT IDEAS

- > www.Lead4Change.org/project-ideas