TYPES OF SHOTS

Extreme Close-up (ECU)
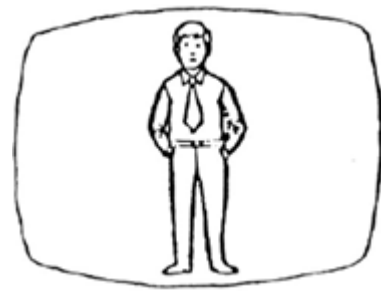
Highlight detailed aspects

Close -up (CU)

Highlight Emotions
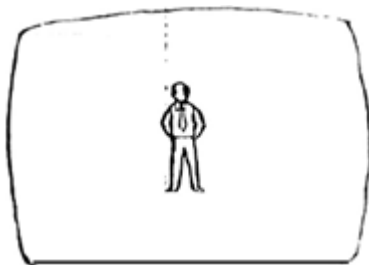
Mid Close-up (MCU)

For Conversations

Mid Shot (MS)

For   Conversations
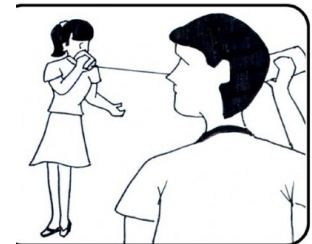**Some details about surroundings**

Mid Long Shot (MLS)

Long Shot (LS)

For   Conversations

OR

Extreme Long Shot (ELS)

Focus on the surroundings

Establishing Shot (ES)

Introduce the location

Over the Shoulder (OTS)

For Discussion

*Courtesy: Countrywide Communication; Agro Insight

CAMERA AND LENS MOVEMENTS

Camera Movements

- **Pan** — A shot taken moving on a horizontal plane (from left to right, right to). If you want to follow a person walking across the ground, you should pan and follow them

- **Tilt** — Camera movement in a vertical plane. (up or down) If you want to show a tall building but you can't get it all in your shot, you might start at the bottom of the building and go up to the top.

Lens Movement

- **Zoom** — This shot moves you closer to the subject, into a Medium Shot or Close Shot. If you are looking at the bridge, and you want to see individual people walking across it, you might zoom in.

Shooting Tips:

- Move around with your tripod a lot to find the right shot. It's light and moves.
- Practice the shot before pressing recording.
- Do not record the camera movements when you are finding the shots. Find your shot first, press record, hold 10 seconds, move to the end of the shot, hold it again and press stop. Your video should be a series of clean shots that we can easily name.
- If you have to pan between two things and when you try you realize it is very far away, pick up the tripod and move back.
- Hold each shot for 15 seconds on either side of the movement.
- Combinations of Pans and Zooms are difficult and take a lot of practice. Avoid them until you are very comfortable with the camera.

COMPOSITION AND FRAMING - TIPS FOR A GOOD SHOT

Tips for a Good shot:

- Steady; held for at least 15 seconds
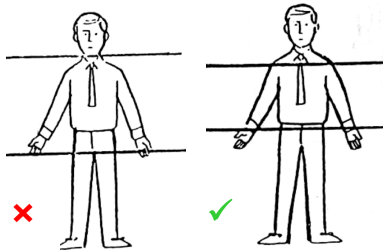- Well-lit
- Evenly-balanced   camera;   shot   is straight
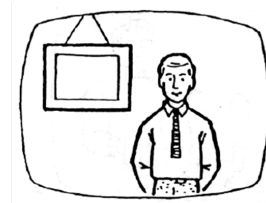

- And...

Good headspace

Good look space

Walking room

Cut at natural junction

Rule of thirds

Beware of background

LIGHTING

- There are various **sources of lighting**: natural and artificial
- There are various kinds of exposure that control lighting: well – lit, over – exposed, under – exposed.
- There can be **backlighting, side – lighting, flat – lighting. Silhouettes** can be created as well with creative use of lighting.
- Another creative way of use lighting is through **shadows.** Many filmmakers use shadows to extremely good effect.
- Similarly, **reflections** can be used in a very creative way. They create striking images.

Tips on Lighting

Timing:
- The best times to shoot is morning and evening because the light is not direct
- The time during Sunrise and sunset is called the Golden hour, because a very good, soft lighting is there. The colors come out very nice and there are no harsh shadows or overexposed/underexposed objects.
- Avoid shooting in the broad sunlight. Noon is not a good time to shoot. There will be a lot of shadows under the eye.

Placing:
- Our cameras do not respond well to low light. Shoot outside as much as possible
- *Outside* – You CAN shoot an interview into the sun and create a natural backlight. Be extremely aware of possible flare.
- *Inside* – Be aware of light inside vs. outside
- Don't shoot at windows
- Subject should face the light
- Brighter background should be avoided in order to make subject more visible.
- Camera and subject placement should be such that both are in the same light condition. If subject is in shade, place the camera in shade. If subject is in light, place the camera in light.
- Avoid shiny objects in your frame as they reflect a lot of light.

Using Reflectors and Diffusers
- Use diffusers to soften the light on the subject. Use large translucent cloth as diffuser
- Use reflectors to highlight darker areas. Use silver reflecting material
- Learn to improvise with whatever materials are available at that moment to create reflectors: Look to see what can be used as whiteboard (back of poster, Styrofoam…)

- Characters should avoid wearing bright / white clothes in order to get proper contrast. They should also avoid wearing clothes with thin and close stripes. Be careful if the person you are shooting is wearing glasses

AUDIO

Audio is the most important component of shooting. People can watch a bad shot and still get the meaning. But if they can't understand what is being said, the effort is lost. Our equipment is not great for recording audio, so we need to pay extra attention. There are various kinds of audio elements:

- Interviewee—just the audio of the person being interviewed
- Conversations—talk between two or more people
- Narration—could be a narrator, the filmmaker or a participant.
- Sound effects—individual sounds shot while filming, or at a later point.
- Background Noise - Disturbance in the place where you are shooting like whirring of a fan
- Ambience sound - Natural sounds that you might want, such as the sound of livestock
- Music—this is usually added in editing.
- Silence—the absence of sound can indicate change of mood or place, or cause the viewer to refocus on the screen.

Tips for recording audio in the field

- Must monitor audio on headphones on a shoot.
- Must stop an interview if audio is bad.
- Must get 30 seconds of 'natural sound' in any environment
- Must check audio in the field. After finishing an interview, you must rewind the video and listen to it at several places to make sure it was recorded properly.
- Try and get actors who have a loud and clear voice.

For Good sound
- There is always an appropriate distance for holding the mic – shouldn't be too close so that audio breaks or too far that the sound can't be heard.
- It is advisable that the participants do not speak low in order to improve the speech volume.
- When you are monitoring sound in an interview, listen for pops—audio blowing out, audio being too soft, motorbikes/cars, music, interruptions

Avoiding Noise
- In case using lapel/corded mic, avoid getting cables in the frame.
- Ensure that the interviewee does not touch or brush against the mic or cables which will make a noise. Warn the interviewee not to touch the wires or the mic itself
- Avoid placing microphones in the direction of the wind, or close to noisy activities like digging pits, water pump, etc, as this can cause disturbance.
- If there is a wind sound audible through your headphone then the interviewee should face the direction of the wind & the video producer holding the mic should have his back to the wind.

Equipment
- Ensure that the microphones are switched on during recording and switched off when there is no recording taking place.
- Microphone jack should be inserted properly into the video camera.

●   Carry extra microphone batteries while going for a shoot

SEQUENCING

A Shot: It is a single continuous recording made by the camera. From pressing the Record button on, to pressing it off. For instance, shot of a motorbike.

A Scene : It is a series of shots that are related to each other. A scene takes place in the same space and time. For instance, a person coming up to the motorbike, starting it and going away.

A Sequence: It is one or more scenes which tell one part of the story. For instance, one sequence could be of the person going for a motorbike trip, doing adventurous stuff and enjoying the break from work. Second sequence could be that person back home and leading a regular life, constantly thinking about the adventure. Several sequences make up a movie!

Tips for constructing a scene

1. Define the objective, what is that you want to shoot and show. Make your frame accordingly. More importantly, all your shots should connect to a central idea or theme and compose your scene based on that. For instance, if it is an introductory scene and you want to introduce the person as someone who works in the Public Health Center, think of the shots that you would need to take.
2. Each shot in the scene should further the story and should be meaningful. Taking the above example,the person could be shown coming to the Health Center and doing different activities before she heads out.
3. Take different types of shots. This would reduce monotony and also emphasize aspects that you want to capture. For instance, take a close-up to show their concentration while doing their work, a long-shot to establish their surroundings and so on. Remember that each type of shot is used for a particular reason!
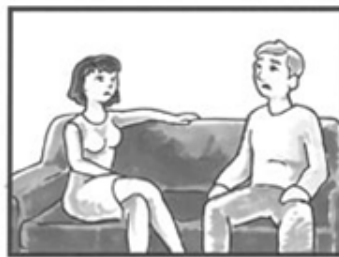
Tips for constructing a sequence

There could be a few different scenes in DG videos. For instance:

- The first scene showing the village
- The second scene showing the central character
- The third scene on some women discussing they want to start a SHG and someone suggesting they should meet a SHG secretary
- Fourth scene of the women going to meet her
- Fifth scene of them asking their questions about how to form a SHG and run it.. and so on
- The   Final   Scene   could   be   a   future   forward   on   the   impact   of   SHG.

1. The first few scene(s) make the Introductory Sequence or Act - where you establish the context, the characters and the issue/theme/topic of the video. In the beginning itself you introduce the conflict - for example, women want to get loans for their microenterprises, but do not have a way.
2. The majority of the scene(s) that follow the Introduction would detail on what the conflict is, the different aspects of it, the possible solutions to it. This middle Sequence/Act forms the biggest part of any video. This is where the question and answer, explanation, demonstration etc. happens.
3. The final few scene(s) would be the Last Sequence/Act. They would show that the conflict has been resolved. It would should the final result and the conclusion. The movie should end with a high note, which is motivating others watching the video to adopt the practice/solution.
4. Remember that one scene should connect with the following one. So, if the first scene ends with the person heading out, then the next scene can begin with her walking towards someone's home. This is just one way of doing it. There can be several ways of connecting scenes. Dialogue, voice-over and narration are common ways. For example, the character can say 'I am going to college', and the next scene can begin with showing the building of the college and things happening there.

Build tension and conflict through the scenes, as that helps to engage the audience. There are always several problems a person faces because of one central reason. For instance, low yield leads to low income, can lead to lesser food to eat at home, can lead to no money to send child to school, can lead to health problems and so on. Different dialogues and scenes can reveal these problems and build tension. But beware that you do not overdo it! because our videos are based on real life situations of people.

5.

VISUAL CONTINUITY

The Thirty-degree Rule

● The thirty degree rule states that if you make sure that the angle of view of the camera to the subject changes by thirty degrees or more between two shots cut together, the background will move enough that the shots will cut together well without any apparent visual discontinuity.

● Avoids jump cuts when editing together footage where the composition is very similar between shots. The classic example being when editing an interview with the shot remaining the same but the editor cutting some of the speech so that the subject's head seems to jump as it moves position from one frame to the next.

● Again obviously this requires planning ahead for the interview and by developing shot lists to take full advantage of the rule. There are exceptions, of course. Cutting from a medium shot to a close-up, for example, can be done even if the camera is not moved. The point is to make each shot as visually different from the one preceding it as possible, so that the viewer's point of view of the scene appears to change in a natural manner.

The 180 Degree Rule

In the diagram to the right, which represents two people seated at a table, if the camera always stays in the area indicated by 'Area 1' no matter what two shots you cut together, subject "A" will be looking toward the right side of the screen at subject "B," who faces left. This will result in proper visual continuity.
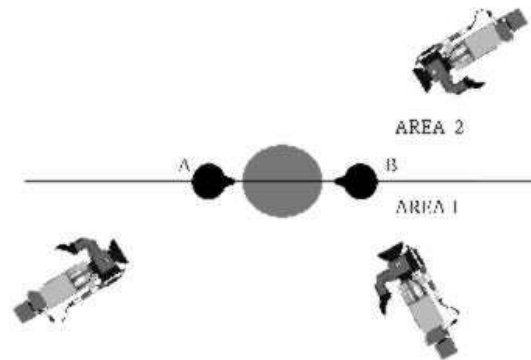
If, however, the camera **'crosses the line'** over to the other side of the table, the apparent positions of the two subjects will be reversed. If you cut two shots of "B" together in succession, "B" will suddenly appear to be looking at himself, but from opposite directions.

This is called the 180 degree rule. When dealing with two or more subjects, visualize a straight line drawn through both of them. As long as the camera always stays on one side or the other of this line, apparent visual continuity can be maintained. The name derives from the fact that the camera can move through an arc of 180 degrees relative to the center point between the subjects.
*Courtesy of http://www.tv-handbook.com

Using shot sizes

Usually to maintain continuity, it is better to take shots in a sequence which go from ECU->CU->MS->LS->ELS and vice-versa. This also avoids major jumps in visuals. For example, a CU to LS might look like a jump.

Q&A SAMPLE GUIDE

When you conduct a discussion with the actor for the video, then always have a list of questions. For facilitation discussion it is important to ask questions which are open-ended, i.e. which lead to a descriptive answer not just a yes/no. You should also ask questions which give more details about the subject that you are covering. Following is an indicative list. You need not follow this, but gives you an idea about the kind of questions that can be asked.

- What is your name?
- Where do you live?
- Could you tell me a little bit about your family and background?
- What work do you do?
- Why have you adopted this practice/innovation?
- Where did you learn this from?
- For how long have you been doing this?
- What materials/tools are required for this?
- What quantity of each material is required?
- Where do you get these materials?
- What are the other options, if I do not have some of these materials?
- How do you implement this practice? What is the step-by-step process?
- When do you need to do this?
- How much time does this take?
- What are the things that I should be careful about?
- What challenges did you face?
- How can we address those challenges?
- What are some of the myths about this practice?
- Could you tell me about the benefits of this practice?
- Any other tip that you would want to give?
- Could you give a key message to people adopting this practice?

NARRATIVE TECHNIQUES

There are various narrative technique. Narrative is usually about whose point of view the story is being told. There is no right or wrong in narrative technique. Use the one that suits your story the best. One video can also have multiple narrative techniques.

First person narrative: This is when the story about Person A is told by Person A him/herself. The story is told by 'I'. This is a very effective way of storytelling when the focus is on one person's story. For instance, if it is a success story of a farmer there can be a first person narrative, where the farmer talks about his/her life and talks about how s/he has been able to bring some changes.

Third person narrative: This is when the story is told by a person who is not involved in the story. The third person can talk about a farmer in Village A, or about a health worker in Village B, or a community group in Village C. The third person narrative would be 'He did this..', 'They got together..'. This is often effective to describe a series of events.

Neutral: This is the most commonly used technique. This is when the camera is just an observer in front of which events are unfolding.

Using voice-over: Voice-over means when the visual is not of the person speaking, but related to the things that they are saying. You can use both first person and third person with a voice-over. The tip is to not use voice-over for the entire duration of the video, as it can turn very monotonous.

Using Anchors: An anchor is one who appears in front of the camera, but it is not his/her story. They start telling the story and then go to the person(s) whose story it is. They also conduct a question and answer/discussion with the main actor.

Linear narrative: This is when the story goes in the sequence of time in which things happen. This is most commonly used.

Non-linear narrative: This is when either a past event or a future event is showed. This technique can be used to show comparisons between two different situations - past and present, or present and future. For instance, it can be used to show the difficulties a farmer faced in the past, the present can be about what is happening after adopting a practice.

Tips for Shooting in the field

Planning
- Always make sure you have consent
- Go through the pre-shoot checklist before any shoot
- Re-confirm the interview the day before
- Plan and arrange for any material required for the shoot
- Do not plan whole of your shoot in broad open field, to avoid wind disturbance
- Always search for good location to shoot
- Good location means'; well-lit and reasonably beautiful
- Select those farmers as actors whose voice is loud and clear
- Farmer's time is precious: schedule your shoot properly and stick to it

Shooting Cues

Silence!

Check Sound

Camera Ready. Press Record

Count 1…2…3. Action!

Record the actors

Cut!

Camera person counts 1…2…3. Stop Recording

Tripod
- Always use tripod for every shot that you take
- Lock the tripod before use
- Check the spirit level every time you take a shot

Before taking a shot
- Frame the shots well with interesting backgrounds and frame, and sufficient headspace and look room. Check different frames through the camera in a house/space before selecting the final frame
- Take time to plan angles on the locations
- Do not press the record button too hard so that the camera moves
- Prepare detailed shots of every action in the storyboard
- Please follow the shots that you have prepared in the storyboard
- Try and shoot facilitation discussion where there is less background noise
- Avoid white clothes for actors
- Avoid white background
- Mark actors' position for each and every clip

- Go closer to the subject rather than zooming in
- Keep camera at least 3 feet away from the subject. Otherwise the image will blur.
- Ensure proper light on actors

While taking a shot
- Minimum duration of a shot should be 6 secs.
- Avoid panning and tilting the camera
- Do not zoom while recording
- Take variety of shots as per the storyboard
- Actors should not look into the camera
- Check sound after every shot
- Always ask open-ended questions so that follow up questions can be asked. It also brings the audience closer to the person being interviewed thereby creating a bond.
- Take other shots related to the story – such as of the farm, of the equipment, farmer working.
- The subject could also do some of his/her daily activities at the locale for eg. Chores at home, getting ready for work etc. These should help in establishing the context. Please inform the subject that they are being shot.
- Ensure you have taken all the shots as per the storyboard before leaving the location.
- Please stick to your role in the video production team

Equipment Checklist

Before going for a shoot, VRPs should check the following:

1. Camera

2. Tripod

3. Base plate

4. Batteries fully charged

5. Microphone (with charged batteries) and cable

6. Headphones

7. Extra Memory cards

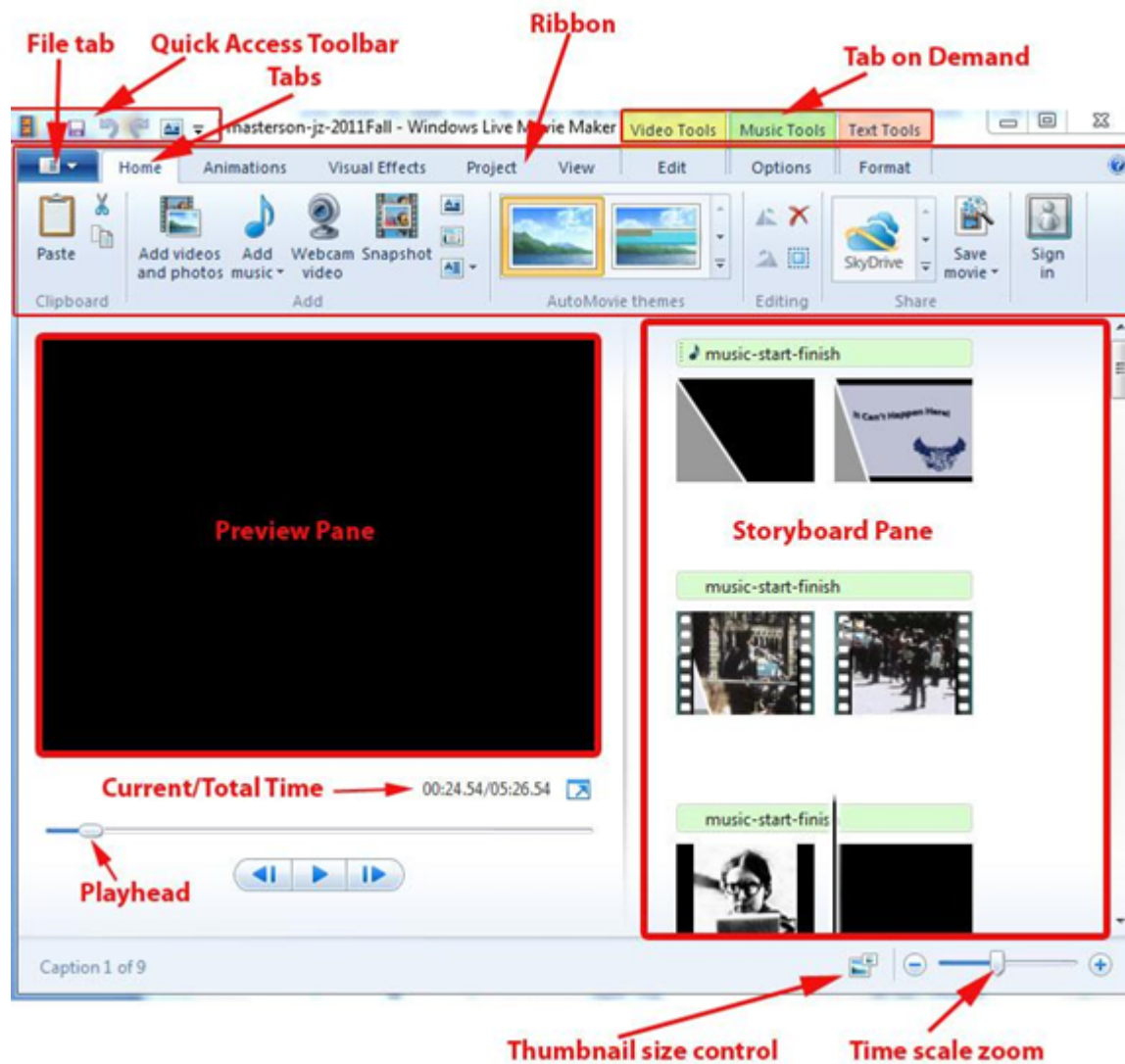8. Reflectors and Diffuser

Make sure you also have:

1. List of questions to be asked
2. Brief to be given to the actors
3. Contact addresses and phone numbers, if any

EDITING PROCESS

Editing Process in brief

• Download raw footage from the video camera onto the computer. On completing the shooting; handover the storyboard and video camera to the video editor so that the raw clips can be transferred to the computer.

• Follow the files and folders nomenclature. The files for a particular practice have to be in the same folder for proper maintenance of the videos.

• Use video editor to check the required clips and sequence them as per the storyboard. Before editing, it is necessary that the video editor reviews all the raw clips while referring to the storyboard and then sequences them in the video editing application.

• Edit video (stitch – trim and add transitions)

• Follow the style guide. Add titles, captions, annotation slides, and credits

• Add relevant music and voiceover

• Balance sound levels, brightness

• Review the video for final approval: After the video is edited, it is necessary to review the video with the subject matter specialist for authenticity and aesthetics.

• Get the final video approval from the subject matter specialist. Without final video approval, video cannot be released. Use the video observation and video approval forms for video approval.

• Convert the video format to AVI/MP4 for the distribution

Windows Movie Maker Interface

File tab **Quick Access Toolbar Tabs** **Ribbon** **Tab on Demand**

Preview Pane **Storyboard Pane**

Current/Total Time → 00:24.54/05:26.54

Playhead

Caption 1 of 9

Thumbnail size control **Time scale zoom**

Step-by-step Editing Process

Import Videos

• Take the SD card out of the camera and put it in the laptop/computer system that you are editing on. If you do not have a slot, then connect the camera to a computer by using the supplied USB cable, and then turn on the camera.

• Press Camera/Play button, select Computer/Printer for the device connected.

• Select the drive in which the SD card is or the Camera is

• Go to the folder where your photos and videos are.

• Select and copy the ones you needs

• Create a folder in your editing system at an appropriate location. Name the folder appropriately.

• Paste all the required videos and photos in that folder.

• Launch Windows Movie Maker. Save the project in the same folder where all your video clips are. Give it an appropriate name.

• Click Add videos or photos OR Click here to browse for videos and photos.
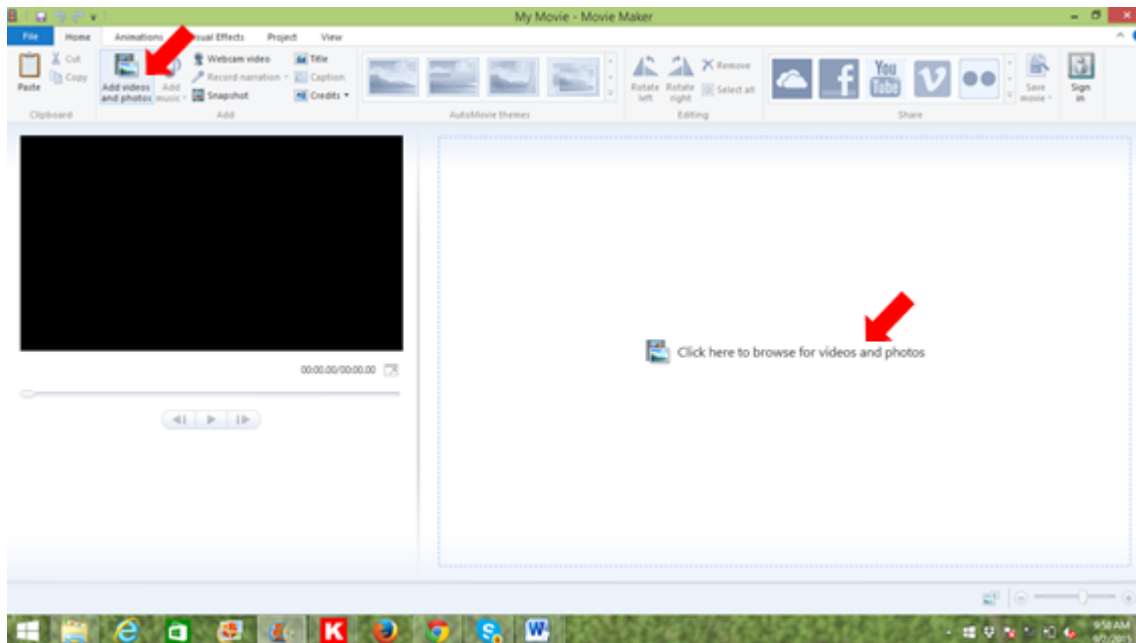
• Select the folder in which your video clips and photos are.

• Select the videos and click ok.

• Wait until the video clips and photos stop importing.

• Once the videos and photos are imported, Windows Movie Maker 'prepares videos'. Wait till all the video clips are prepared.

Edit the video

1. Trim video
   1.1. Click the video you want to trim. To open it in the Preview panel ,drag the Play back bar to the point where you want the video to start, then under Video Tools, Edit tab, click Set start point
   1.2. Drag the play back indicator to where you want to stop playing, then under Video Tools ,on the Edit tab, click Set end point
   1.3. Then click Trim tool to trim the video
   1.4. You can decide to Save trim or Cancel
2. Split a video: you can split a video into two smaller items. You can move one video in front of the other to change the order in which the videos play in your movie.
   2.1. Click the video to open it in the Preview panel, and then drag the playback indicator to the point where you want to split the video. Under Video Tools ,on the Edit tab, click Split.

Edit the Audio

1. Change the audio volume
   1.1. To change the volume of the audio in a video, click the video. Under Video Tools, on the Edit tab, in the Audio group, click Video volume, and then move the slider left to lower the volume or right to increase it.
2. Add and edit music
   2.1. On the Home tab, in the Add group, click Add music .Click the music file you want to use, and then click Open.
   2.2. **Add Music…** will add music to the project, whereas **Add music at the current point…** will add music that starts at the current point in the project.
   2.3. You can set start and end point to the music to have music only for a part of the video.
   2.4. Use fade in and fade out at the beginning and end of the music to avoid music from beginning or ending abruptly
   2.5. Change the level of music by using Music volume

Add a title, Caption, or credit

1. Add a title: On the Home tab, click Title button to add a title before a selected item
2. Add a caption: On the **Home** tab, click **Caption** button to add text that displays over the selected video or photo.
3. Add a credit: On the **Home** tab, click **Credits** button to add Credits at the end of the movie.
4. Edit a title, caption, or credit
   4.1. Click on the clip on the storyboard, then click on Text Tools, then make changes

4.2. Set the duration of the clips by using Text Duration. In Credits, if the text duration is longer, the credits will roll slower.

4.3. When you put text, make sure that it is there for an appropriate time, so that it can be read by the viewer.

5. Delete a title, caption, or credit: Click on the clip on the story board that you want to delete, then hit **Delete** button on the keyboard.

Add a transition

A transition controls how your movie plays from one video clip or picture to the next. You can add a transition between two pictures, video clips, or titles in any combination on the storyboard.

1. On the storyboard, click the second of the two video clips, titles, or pictures that you want to add a transition.

2. Click Animations tab; click the transition you want to add.

3. To remove a transition, under Animations tab, with the clip selected on the story board, Click the first one No transition.

Share and Save your Movie

1. First save your project. Then Save Movie for High Definition Display. This would ensure that you have one copy of the movie in the highest quality.

2. YouTube: On the Home tab, click You Tube button, choose 1920x1080(recommended).