Two Minute Takeaways Guide

Canada School of Public Service
Version 1.2 (April 2015)

LEARN
NETWORK
SUCCEED

Lights, cameras...

You now have the power to contribute to the Canada School of Public Service's digital learning ecosystem. With lean production tools in your hands, here are quick general tips to enable you to create quality learning video products from start-to-finish.

Finding talent

Our reputation and environment makes it relatively easy to approach public service talent. Finding talent who trust you with their thoughts and feelings will take some work. Here are some helpful tactics:

Classrooms: Speak with instructors before a class to watch for talent with expertise in a field and who might be comfortable sharing their thoughts on-camera.

Testimonials: Class participants may openly come forward with positive feedback to share about a course they just took. They may be open to appearing on film to share this feedback immediately.

Events: Speak with attendees and speakers with competence in a field with a motivation to help others with similar interests.

Social Media: Look for users who appear open to sharing their thoughts and be interested in building a learning-friendly public service.

Email: Spark general interest across all levels of a department/agency with a good question but expect low participation through this channel.

Networking: Reach out to your immediate public service networks and ask your colleagues to find talent leads.

Assembling the studio

To make your video visually impressive, reflect the Canada School's brand and make things easy for you, here is how you setup your mobile studio:

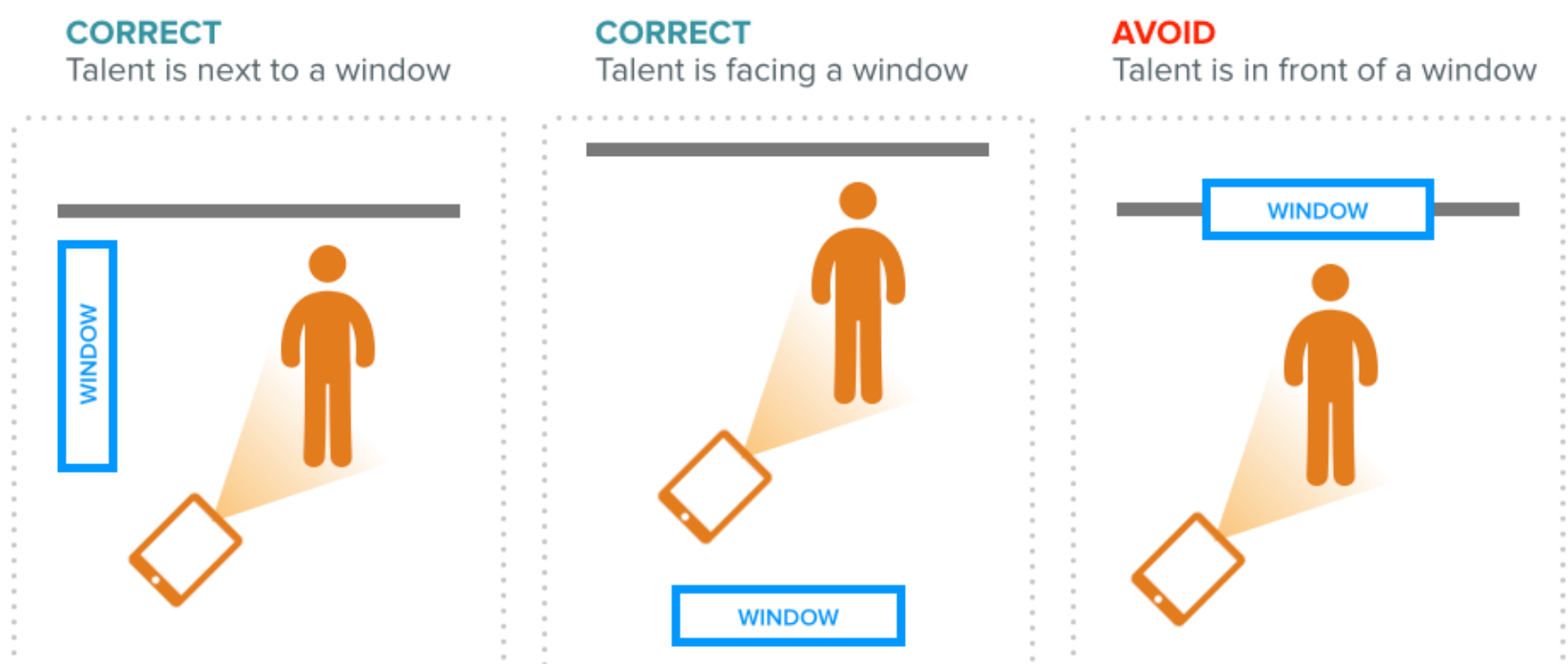**Backdrop:** For all videos, the goal is to find a neutral coloured wall, such as light grey or blue.

Lighting: Subject to availability, use the best room you can find with either:

a) ample artificial lighting, or
b) lots of natural sunlight

The goal is to have your subject as evenly lit with as much light as possible. If using a window to get great natural light, place your talent either:

(a) next to the window, or
(b) facing the window

Always avoid placing your talent in front of a window.

CORRECT
Talent is next to a window

CORRECT
Talent is facing a window

AVOID
Talent is in front of a window

WINDOW

WINDOW

WINDOW

Natural Sounds: Use your ears to find the quietest location you can to minimize picking-up background sounds from air ventilation systems, office equipment, colleague, classroom and outdoor noises.

Clothing: Solid bold colours – especially prime colours – will bring your video to life. Encourage your talent to wear reds, blues, yellows, and other bold colours over clothing with thing stripes and complex patterns.

PRIMARY

SECONDARY

TERTIARY
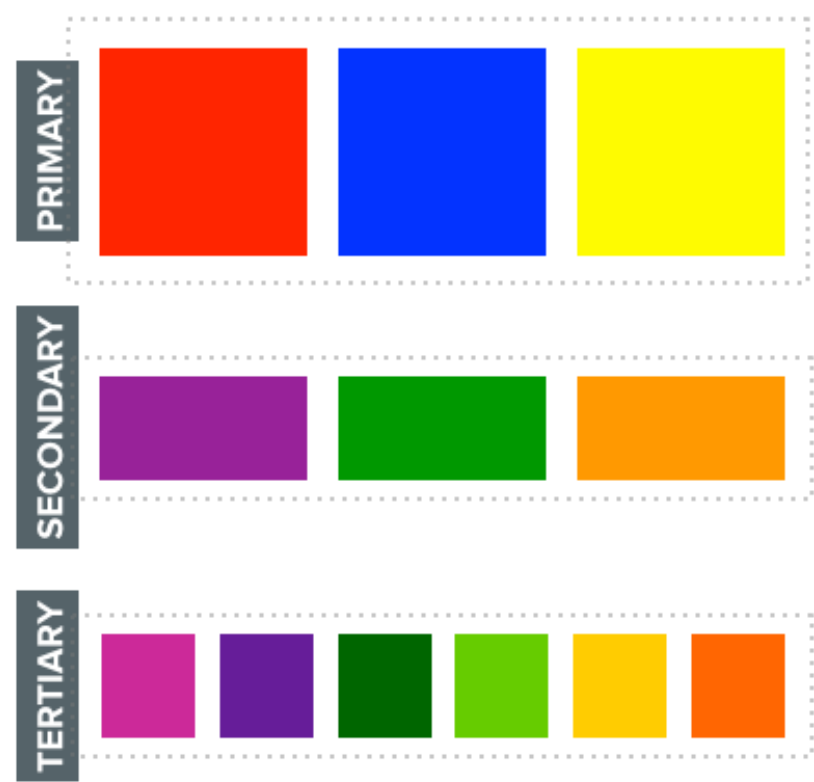
Microphone setup

You will capture your talents voice by plugging a microphone directly into your iOS device and placing it on a tripod or overhead microphone stand.

Recording Volume: This has to be adjusted for every talent. Have your talent speak loudly, then quietly, to establish a recording volume range. Use the (+) and (-) rotary control on the microphone to keep the LED light mostly green. A red light means too loud and you should turn down. A blue light means the microphone is still connecting to your iOS device.

Microphone Placement: The closer the front face of the microphone is to your subject, the louder it picks up sound. Start by placing the microphone as close to the talent as possible, then adjusting it so it is not visible in the camera shot. When moving the microphone away from your subject, make sure to increase the recording volume to get the sound you want.

Camera setup

[FiLMiC Pro](#) is the primary iOS app used to capture high-quality video. Begin by making sure the microphone is connected to your iOS device. Next, open this app, tap on the gear icon to access FiLMiC Pro's camera settings. Make the adjustments below and tap Close when finished:

Resolution: 1920x1080
Framing Guide: 2.35:1

With the camera settings and microphone setup, you will need to adjust the physical positioning of your talent, the camera and the shot settings:

Camera Angle and Distance: To make almost any backdrop suitable for filming, camera angles and distance (between the subject and backdrop) are used. To make your talent look great on camera, have them stand a few feet away from the backdrop. Next, position your iPad at a 45-degree angle.
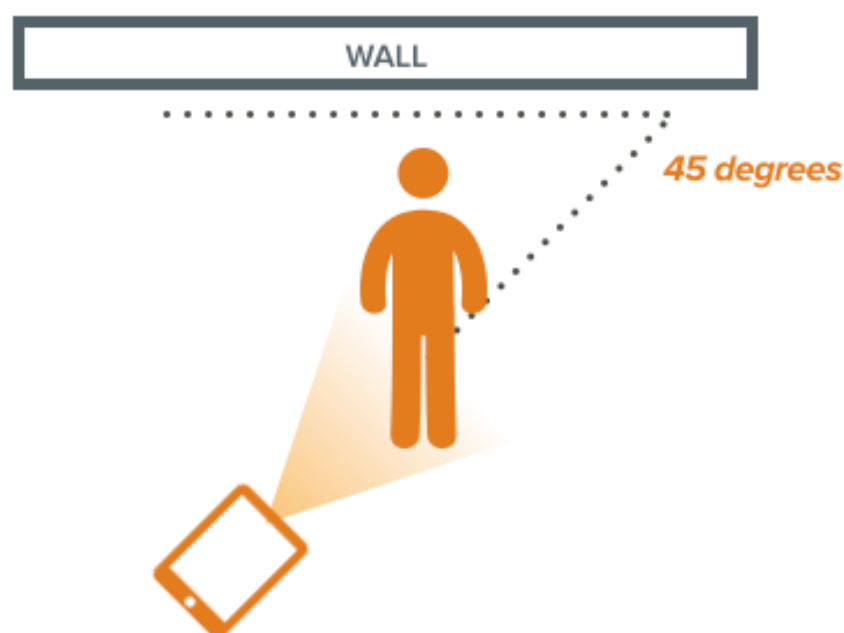
Subject Framing: A medium close-up shot of your subject is used. Position your subject in the right half of your camera screen, capturing their face and upper body without getting too close. Ensure that the microphone is not visible in your shot. Make sure to leave some of your backdrop visible to the right of your talent.
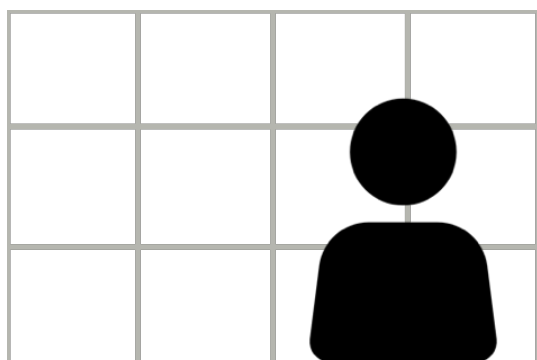
Camera Height: Critical to the look of your video, adjust the camera height on the tripod to so your subject's eyes are level with your camera lens. Placing a piece of coloured tape beside your camera lens can help quickly setup proper camera height and give your subject a helpful visual point of reference.

Focus: Move this box-like icon around on-screen until it is locked onto your subject's face. Once done, click the Focus button in the menu to lock your setting.

Exposure: Move this circle-like icon around on-screen to control the lightness and darkness of the shot. Start by focusing on your subject's face, moving around until you are happy with the look and feel of your shot.

Record: Once you are pleased with the setup, it is time to tap on record.

Export: When finished recording, click the FiLMiC Footage button, select your clip, then tap upload to Photo Library.

Interview questions

With these starter questions in hand, your job is to encourage your interviewee to share insights that:

Are relevant to CSPS's learning priorities
Will bring understanding to public service viewers

Once your interviewee has agreed to being filmed, they genuinely want to give good interviews. Here's how to kick things off:

Meet interviewee: Introduce yourself and any supporting helpers.

Talk nonsense with interviewee: Weather and sports do it nicely.

Explain what you want: Make certain the interviewee knows the CSPS theme (ex. performance management, leadership, etc.) that is the purpose of your story.

Keep talking nonsense and seat the interviewee on a chair: Setup camera and microphone tripods get the interviewee comfortable.

Begin conversations (on CSPS subject matter) until you are ready to start recording: Let sentences finish. Say casually: "We are taping now" and start taping without pause, change of voice or manner.

With the foundation of a great interview in place, here are some simple and open-ended questions to ask:

- **Tell me about** your current position.
- **Why is** the public service important to you?
- **Tell me about** your work experience that led you to your current position.
- **How do you** understand (CSPS subject matter)?
- **Tell us how you see** the role of (CSPS subject matter) in the public service.
- **How does** (CSPS subject matter) affect your current work on a daily basis?
- **What is beneficial** about (CSPS subject matter)?
- **What is challenging** about (CSPS subject matter)?

- **Tell me about** the people/mentors that have helped you with (CSPS subject matter)
- **Is there anything else** you would like to say?
- **What is your** name, job title and department name?

Takeaway: The best questions come from listening closely to the interviewee. Know the intended destination, but not necessarily the exact route. Be flexible. Ask follow-up question that probe to get intelligent detail, clarity and deeper stories.

Storyline structure

Having kept only the most important footage to your story, you will begin assembling your footage using the following framework:

Hook (10-15 seconds, from raw footage): A briefing opening clip from your interview that instantly sets the stage for the heart of your story.

Intro Bumper (10 seconds, provided by CSPS): A mandatory CSPS video brand element.

Storyline (85-90 seconds, from raw footage): Shareable takeaway point(s) wrapped in an interesting story that will help public servants audiences change how the see their professional world. Everything in the storyline has been edited to be there on a need-to-know basis.

Outro Bumper (10 seconds, provided by CSPS): Same as Intro Bumper.

Editing video footage

[iMovie](#) is the iOS video editing app used to create the final video product from your raw film footage. Open this app, then tap on the question mark icon to learn iMovie's navigation and editing basics. The essentials are outlined below.

Once comfortable with iMovie: Open a new Project, then tap + for a New Project, select Movie, use the Modern template and tap Create.

Insert Intro Clip: For videos series with branded intro and outro clips (bumpers), add the intro clip to your playback timeline. The volume level of this clip is what you want to raise or lower the volume of your video footage to match.

Import Raw Footage and Adjust Volume: Locate your unedited video and then add it into your timeline. Listen to the intro clip you inserted, then compare to the volume level of your footage. Increase or decrease your footage volume by tapping on the bottom right icons.

Fine-Tune Relevant Footage: Mark the start and end of the parts of footage you think best conveys your story with the Scissors icon, then split controls at the bottom left and right corners of iMovie. To delete clips, select them on your timeline, then tap Delete in the bottom right corner.

Transitions: Used to smooth the gap between two clips, Dissolve transitions are required between the: (a) hook/intro bumper, (b) intro bumper/storyline and (c) storyline/outro bumper, or anywhere where there is a significant cut between clips. To add a Dissolve transition between two clips, tap the box that appears between clips on your timeline, then select Dissolve.

Text Effects: All videos use text to introduce the name, professional title and organization of each subject within the Storyline section. Text effects are also used to highlight key points made by participants either directly quoting them or summarizing the key point(s) for viewers. The effect used places text against a semi-transparent background that slides in. Proposed usage is below:

NAME
Job Title, Organization

Key points made by talent
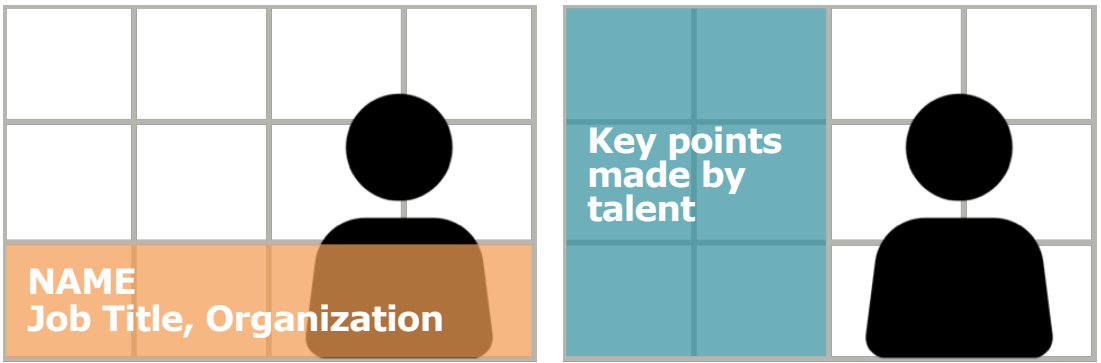
Finishing and sharing the video:

When you are finished editing your video, you can share it to other places for others to view and access. Return to iMovies Projects screen, select your video and tap upload.

Video themes and topics

Have talent but need a topic or theme to anchor it to? Using CSPS' birthday cake model, a number of topics and themes are available to help create the public service of tomorrow.

1. AUDIENCE SEGMENT #1: All Public Servants
Potential themes and topics of focus can span:

(a) Theme 1: Public Service Orientation and Workforce Skills
- Orientation
- Values and Ethics
- Respectful Workplace
- Performance Management
- How Government Works
- Compliance
- Accountability
- TB Policy Framework
- ATIP
- Security
- Finance
- HR
- IM
- Contracting
- OHS
- Language Maintenance

(b) Theme 2: Transformational Skills
- Service Excellence
- Business Process Management
- Lean, Change Management
- Adaptive Change
- IM/IT Savviness
- Project Management
- Risk Management

(c) Theme 3: Government of Canada Priorities
- Annual Corporate Priority-Based Learning Blueprint 2020 (ex. performance management)

2. AUDIENCE SEGMENT #2: Specialized Development
Potential topics of focus can span:
- IM/IT
- Communications
- Finance
- HR
- Security
- Procurement

3. AUDIENCE SEGMENT #3: Management Development
Potential results-based topics can span:
- Performance Management
- Managerial Expectations/Behaviours
- People and Action Management
- Managing Public Funds and Resources

4. AUDIENCE SEGMENT #4: Executive Development
Potential key transition topics can span:
- Directors (leading with purpose)
- DGs (leading for change)
- ADMs (leading to transform)
- Associates and DMs (leading to inspire)

Learning resources

iOS Support: https://www.apple.com/ca/ios/
iMovie Support: https://www.apple.com/ca/support/ios/imovie/
FiLMiC Pro Support: http://www.filmicpro.com/support/