Thank you for your interest in working with the Digital Communications (DC) video team. To review our standard editing practices, please visit our website: https://www.sandiego.edu/communications/departments/#digital-comm. Please note, due to the COVID-19 pandemic and state-mandated stay-at-home restrictions, our team is currently unable to film new content on-site. However, we will continue to work with clients on editing/finalizing video content, as well as provide promotional support as-needed. Please see below for an overview on filming techniques and project practices that have been modified for remote work.

To get started, please connect with the DC team by emailing dcim@sandiego.edu. Please provide background information on the project (intended audience, video length, deadline, and available assets). A member of our team will follow up to determine a project schedule.

**Video Content Overview**
- **A-Roll** - primary footage, e.g. an interview
- **B-Roll** - secondary footage that provides visual storytelling
- **Thumbnail** - still photo taken of the subject for use as a cover image on platforms like YouTube
- **Proof** - a video edit provided to clients for review and feedback, the standard for DC is two review rounds

**Phone Tips**
- Check phone camera settings (iPhone instructions)
  - Go to SETTINGS then CAMERA and select RECORD VIDEO
  - Select 1080p HD at 30 fps or 4K at 30 fps
- Keep phone horizontal (no vertical footage)
- Use phone tripod for stability or prop up phone
- If unable to prop up phone, use both hands and keep your arms and elbows pulled in close to your waist
- Lock the focus and exposure by tapping the subject on the screen

**Zoom Video Conferencing Platform Tips**
- As the interviewer, log into Zoom
- Create NEW MEETING
- Share the meeting link with the interviewee by selecting INVITE
  - Click COPY URL or COPY INVITATION and share this with the interviewee
- Keep the set-up horizontal
- As the meeting host, click the RECORD button at the bottom of your screen
  - If necessary, select RECORD TO THIS COMPUTER
- Enter FULL SCREEN (option in the top right corner)
- Use SPEAKER VIEW (not GALLERY VIEW)
- Select HIDE THUMBNAIL VIDEO so that the interviewee is the only one visible while speaking
- If the audio sounds fine without the interviewee using headphones, consider having them go without
- When done recording, the MP4 video file will download to your computer

**Filming Techniques**
- Interviews should be filmed inside
- If it needs to be filmed outside, consider a covered area to filter out harsh light
- Use natural lighting (e.g. near a window) to light the interview subject
- Have the light in front of the interview subject
- Avoid using overhead lights if possible
- Frame the interviewee slightly off-center
- Reduce background noise by recording in more controlled environments
- Have the interviewee keep responses short
- Encourage the interviewee to restate the question
- Keep the background simple
- Avoid branded clothing or patterns, solid colors are best
- Please consider taking a few still photos of the subject for use as a thumbnail, this can be done as a screenshot

**B-roll Suggestions**
- Record 10-15 seconds of video keeping yourself and the camera still
- After capturing one segment, change the focal point and record another angle
- Create a sense of location by capturing footage that connects with the topic, e.g. person at computer
- Show expression and people acting naturally
- Try to incorporate USD branded elements when it makes sense
- Focus on detail, e.g. close up of someone’s hands as they type
- Get footage that is close up, normal distance, and far away to help with depth

**Sharing Your Footage**
- Once you have your footage, please upload the content to a Google folder and share with the DC team
  - Please note, sharing footage via email lowers the footage quality, footage should be shared only via Google drive