

VIDEOGRAPHY BASICS FOR RESEARCHERS

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This check sheet provides videography techniques and tips for extreme events researchers.

VIDEOGRAPHY BASICS

Settings:

- Check your video resolution. Two common resolutions are 1080 HD and 4K. A 4K video takes up more memory on your phone than a 1080 HD video.
- Check the frame rate. Common settings are 30 frames per second (fps) and 60 fps. The higher the number, the smoother-looking video you'll produce.

Composition:

- Videography and photography use many of the same compositional techniques, like the rule of thirds, leading lines, focal points, etc.
 - * **Lighting:** Make sure that the video is properly exposed. Try to avoid backlighting—like a window behind your subject—which creates poor lighting on subjects' faces. Be aware that as the sun moves throughout the day, different angles can create unflattering shadows on your subject's face. Nighttime shots outdoors can be especially trying as well.
 - * **Point of View:** Ask yourself: "Where am I pointing my camera lens and from what angle?" "How will the video's point of view help me tell my story?" "How does this video shot make my interviewee look?" "What am I capturing in the background?"

QUICK TIPS FOR BETTER VIDEOS

- Clean your lens.
- Avoid zooming in digitally; instead "zoom with your feet."
- Orient your phone horizontally.
- Have two hands on the phone for steady footage, or use a tripod.
- Lock your focus to keep your phone from hunting for a focus in low light.
- Good audio is essential for powerful video. Use a Bluetooth microphone if possible and/or necessary.

SUGGESTED FURTHER READINGS

Cassidy, K. (n.d.). *The Basic Rules of Composition*. <https://www.videomaker.com/article/c02/18610-the-basic-rules-of-composition>

National Press Photographers Association. (n.d.). *Code of Ethics*. <https://nppa.org/code-ethics>

Society of Professional Journalists. (n.d.). *Code of Ethics*. <https://www.spj.org/ethicscode.asp>

Sullivan, T. (2018). A Beginner's Guide to Taking Great Video on Your Phone. *New York Times*. <https://www.nytimes.com/2018/04/17/smarter-living/beginners-guide-phone-video.html>

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