



Your project video for there-for-you.com

Tips and guidelines

The document is a guide to a good project video. The aim is to give the audience and potential donors an insight into your project. It's all about attracting spectators and convincing them of the idea and need for the project to be financed.

It's important for the video to be simple, easy to understand and as convincing as possible. In this sense we hope you a lot of fun and success in producing your own project video!

Your there-for-you.com team



General guidelines

Language

- In your national language or English.
- Ideally there should be subtitles or text inserts that help provide an understanding of the video even without sound.
- For foreign languages, subtitles are required in English/French/German
- there-for-you.com can help with translations and subtitling.

Duration

- Up to max. 4 minutes
- **Recommendation: 1-2 minutes**

Format

- Full HD, 16:9 ratio
- (h264 Codec), mp4

Delivery

- Per e-mail to janosch.bremauer@there-for-you.com
- Either by link to the video (on YouTube/Vimeo) or the video file



Concept

Conceptual ideas and implementation possibilities are presented below. They're designed to help you and provide input. Exact implementation is up to each individual. Own ideas and creativity are welcome.

Implementation 1 – mood video

Nice pictures, matching music and you're ready. It's essentially about sharing visual insights, acting as a supplement to the submitted project description (e.g. taking pictures of the project location and/or the people affected, visualising the initial situation, showing positive effect of the project, etc.). For this purpose, you can use existing video material or produce the content with your own camera. There is also the option of using text panels or a voice-over (audio dubbing).

Implementation 2 – mood video

A video statement is always very personal and convincing! Someone who is very connected to the project (e.g. the initiator) recounts how and why the project was started, why money is being collected and what is planned with it (donation target).

Important point: audio!

The nicest picture is of no use if people don't understand what's being said. You must therefore have a quiet background without disturbing noises.

>> *More on this in the following technical assistance.*

Implementation 3 – combination of mood and interview

The supreme discipline is the combination of implementation 1 and 2, i.e. the combination of a nice mood and video statements. This type of production is basically intended for experienced or video-savvy people.

Professional help

Do you need help or professional support? The there-for-you.com team will be happy to help you.



Recording device

Smartphone or tablet...

- A smartphone usually has a good camera and is versatile.
- Sometimes the small display can be a disadvantage, for example in terms of handling.
- Advantage: You can use a smartphone to film in situations where larger cameras are impractical, intrusive or distracting.
- A tablet has a much larger screen, on which many more details can be seen, but it's more unwieldy.
- When you're editing your film, a tablet is more practical than a mobile phone.
- The cameras on many and particularly older tablet models are usually not as good as on smartphones.

... or another camera?

- Single-lens reflex cameras (DSLR) take great video images. Professionals can also use them for interchangeable lenses. Disadvantage: The recorded sound isn't as good without accessories.
- A camcorder is optimised for recording video. Microphone, headphones, large tripods and lights can easily be connected. But even here there are major differences (you can tell by the price).
- You can also use an action camera or a drone for special pictures of course.



Preparation

Check the following before recording

- Is there enough free storage space for videos?
- Has the smartphone / camera been charged?
- Has the power pack been packed?

Landscape, portrait, square?

- Landscape format: The classic format for TV and cinema (16:9) is landscape, as this is very similar to the human field of vision and we can capture a great deal.
- Portrait: popular because many people automatically film like this. Ideal for Snapchat or for watching on your mobile phone. Not so nice on YouTube or a big screen.
- Square: looks good on many websites/apps: Instagram, Facebook, Twitter...
- Important: Decide on a format for your film from the outset.
- A video filmed in landscape can also be edited as square or portrait, but the other way around is always more difficult.
- For the there-for-you.com platform, you should film **landscape**.



Equipment

Which camera, which microphone?

- Do not film in selfie mode. The camera on the back of the phone is usually much better.
- A mobile phone normally has several built-in microphones in different places and automatically selects the right one.
- An extra microphone for the sound is often better, but not every microphone suits every mobile phone. You need adapters for this.

Tripod or not?

- Camera shake happens much faster than you think. You notice it in particular if you film a long section continuously and watch the videos afterwards on a big screen. Interviews for example.
- Shaky videos may look cool sometimes, but they're often not good enough to be used. Therefore film quietly and ideally use a tripod for this purpose. Even a cheap one helps, or simply improvise by leaning the smartphone against something or attaching it to something with a rubber band.

Where should the light come from?

- No matter whether sunlight or artificial light, stand with your back to the greatest source of light. Under no circumstances should the light come from the front.



Recording software

Do I need a special camera app?

- Your mobile phone's normal camera app is definitely sufficient for filming. You're familiar with it and many things run automatically.
- Special camera apps have more functions, making it easier for you to check what you've recorded. Disadvantage: Manual operation is more complicated. And the apps cost more.
- You can also use apps like Snapchat or Instagram to film, for example, because of the filter. You can then save the videos on your phone and edit them later.

Autofocus on...

- A mobile phone camera normally applies automatic focus and the appropriate exposure (brightness). In most cases this is already optimal.
- Out of focus or too dark? If you tap on a specific spot in the picture, the camera on almost all mobile phones re-orient itself around this point.

... or manual instead?

- If the light occasionally changes or the objects in the picture move, the automatic camera function can cause problems. The camera then tries to adjust itself again, e.g. it switches repeatedly between blurred and sharp. That doesn't look good in a video.
- You get around it by first adjusting focus and exposure, then by switching from automatic to manual control.



Recording

Where should the light come from?

- No matter whether sunlight or artificial light, stand with your back to the greatest source of light. Under no circumstances should the light come from the front.

Too light or too dark?

- If in doubt, it's better if the recorded material appears too dark at first.
- Dark images can be made brighter in the editing programme. If images are too bright (too much light), nothing can be saved, because only white pixels were recorded there. Making it darker does not work well in the editing programme.

Zooming with feet

- If you want to show something up close, then get closer. Forget the camera zoom because it only makes the resolution worse and the image becomes pixelated.

10 seconds of patience

- Let the camera run for a moment. Even if you do edit faster afterwards: **10 seconds per shot.**



Interview

What does the film-maker have to take into account?

- Choose an acoustically quiet location (watch out for roads, fridge humming, children playing...).
- Make sure that the strongest light is not behind the person. Ideally rooms with indirect light (no hard shadows) are best for taking shots outside in the shade or on a cloudy day.
- It's best to use a tripod to record the interview or to place the recording device on a quiet surface. Too much movement is irritating in the final video.
- The protagonist should not be placed in front of a restless background, because this distracts the focus from the person and thus from the person's statement.

What does the protagonist have to take into account?

- Choose the clothes so that they match the spoken message and your role.
- Choose clothes that contrast with the background, e.g. dark clothing for a light background.
- Do you have long dark hair? If you do, don't choose a black top.
- Choose clothes that don't show brand names.
- Be careful not to wear slightly shaded or patterned garments, as these can create a moiré effect which is almost impossible to remove. (Important: Various fabrics can also create a moiré effect, e.g. jersey fabrics with fine grooves). In general, monochrome, smooth fabrics are recommended.
- For men: Ties should also be chosen so that they don't create a moiré effect.
- Never stand in front of the camera with your arms hanging down loose or your hands in your trouser pockets. Bend your arms slightly and use your hands to support your message as you speak. Your body language underlines the spoken word.
- Whenever possible, refrain from reading your text. For untrained persons, this always comes across as very stilted. Instead try to formulate your message in your own words.



Cut

Apps

The following apps are recommended for editing on a mobile device:



Cute Cut / Cute Cut Pro



Quick

On laptops, you can use the free programmes **iMovie** (Mac OSX) or **Movie Maker** (Windows). Experienced users can have fun with Adobe Premiere Pro, for example.