

## THE SPEECH AND LANGUAGE THERAPY

### STORYTELLING PROJECT

#### TOP TIPS FOR MAKING VIDEOS

If you have never made a video before the prospect of doing so can be quite daunting, so we have pulled together some top tips to help you get you started. We hope you find them useful but if you feel you need a little more guidance, please don't hesitate to email us at [press@rcslt.org](mailto:press@rcslt.org) and we'll endeavour to help.

- All good stories start with a 'Who?', 'What?', 'Why?', 'Where?' and 'When?' so have a firm idea about what needs to be filmed and how you intend to film it.
- When embarking on productions think of the beginning, middle and end of your video. Make the message in your video clear. This can be achieved by planning in advance and creating a storyboard /script/shot list.
- Ensure you have consent to film at your chosen location from the appropriate person/organisation. Before filming, it is advisable to get consent to film from your employer. Also, make sure that all the interviewees have given their consent, explaining to them where and how the videos will be used.
- If possible, try and vary the types of shots you take. However, keep them static. Don't zoom in and out, especially when interviewees are talking. You should first stop recording and change the shot manually before continuing with the interview. As a guideline your videos should be no more than three minutes long. However, if you need to make them longer, it is not a problem. **The general rule of thumb is: "Less is more."**
- If you are filming pre-arranged interviews, it's always good to prepare the interviewees and make them feel at ease first. Wherever possible, give them the questions in advance, so they can plan out what they want to say.
- Try and do your interviews in a brightly lit and quiet environment. Make sure the background used isn't distracting.
- If you are doing multiple interviews, where appropriate try and change the background for the interviewee.
- Ensure your camera/phone batteries are fully charged and/or you have access to the mains power.
- Keep additional space on your media card, so you can do several takes, if needed.
- Check the sound levels on your device via headphones before filming.

- Frame your images, much like a picture. Take your time to make the image pleasing to the eye. Use the ‘rule of thirds’. This is a videography concept where the frame is divided into nine imaginary sections, creating reference points, which are used as guides when framing shots.
- For the best results and steady shots, place the camera in a stable position and use a tripod if you have one or rest your arm on a solid surface, if the situation permits.
- When you have produced a draft video, and before publishing the final edit, it is good practice to show the people interviewed the footage to make sure they are happy with the content.
- Additionally, if you are adding logos to your video, please ensure you have the permission of their owners first. For example, should you wish to add the Giving Voice logo to your video, please ensure you follow the [Giving Voice brand guidelines](#) and send draft footage to [press@rcslt.org](mailto:press@rcslt.org) for review, before publishing the final version.
- If your file is too large to send through email, you can use Whatsapp or a file transfer website like [www.wetransfer.com](http://www.wetransfer.com), [www.dropsend.com](http://www.dropsend.com) or [www.dropbox.com](http://www.dropbox.com) etc. All should include a free plan, so you won’t need to pay anything in order to use their basic services.
- One of the most popular ways to promote your video is to put it on YouTube. To find out how to create an account, visit <http://bit.ly/2oviZWW>
- And don’t forget to share your video with the RCSLT, along with a copy of the completed consent form either by emailing it to [press@rcslt.org](mailto:press@rcslt.org) or via a file transfer website. We would be delighted to publish and promote any good quality videos which clearly demonstrate the value of speech and language therapy.