INTRODUCTION

Thank you for agreeing to help provide video content for the upcoming College of Paramedics Career Framework.

In order to help get the best quality videos that we can, which are as consistent as possible, please see the following guidelines.

We will take you through our guidelines for **framing and positioning**, **lighting**, **audio**, **recording** and finally, **exporting and sharing**. We have also provided resources to assist you.

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FRAMING AND POSITIONING

Framing and positioning refers to the **physical set up your device**. Take a look at the best way to achieve this below, as well as what to avoid.

✔ DOs

- ✔ Record with your **phone in an upright position** (portrait) ONLY.

- ✔ **Keep it steady**. Prop up your phone on something solid, use a tripod or hold your phone firmly. If you place your phone on a surface that is smooth, your phone may also gradually slide and ruin the recording.

- ✔ Aim to have your **torso**, or just above your **waist** visible in the frame and look **directly into the camera**.

✔ Portrait

✔ Steady

✖ DON'Ts

- ✖ **Avoid using digital zoom**. It is much better to position yourself closer to your phone, rather than zooming in your camera.

- ✖ Ensure that your phone isn't **angled too low or too high**, or to the left or right of you. You want the phone to be in front of your face while filming.

- ✖ Try to **ensure that your background is not too distracting** – we want people to be focused on what you are saying! Some phones may have shooting modes that can help with this, like Portrait Video modes, by blurring your background slightly.
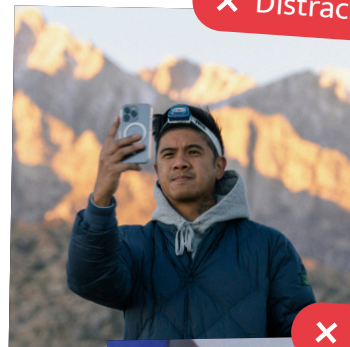
✖ Distracting

✖ Zoomed in

LIGHTING

The **position and quality of lighting** is important and will need to be considered before you record. See below our top tips on how to achieve the best set up for your video.

✓ DOs

- ✓ Film with the **main light source facing you**, wherever possible.

- ✓ Make sure the room is **well-lit** if you are filming in a normally dark room.

- ✓ If the lighting where you are recording is uneven, e.g. a large window over to one side of you, **you may want to use other light sources** like a desk lamp to fill in any harsh shadows.

✓ Well-lit

✓ Additional lighting

✗ DON'Ts

- ✗ Avoid including bright lights behind you (**backlighting**) that may interfere. This can make you, the subject, much darker and, in some cases, may make you appear as just a silhouette.

- ✗ **Avoid any coloured lighting** to light your face. Try and stick to white light from normal household lighting or lamps, or natural light from windows if it is bright and even.

✗ Too dark

✗ Coloured lights

AUDIO

We need to be able to hear everything you say **clearly**, and **without any background disruption**.

✔ DOs

- ✓ Find a quiet spot to record your video, away from any disruption. The more you can do to minimise any kind of background noise the better. This might include closing doors or windows and/or asking any nearby people to keep the noise down for a few minutes whilst you are recording.

- ✓ Put your phone on silent. Vibrations or noise from notifications will disrupt your filming.

- ✓ Your built-in phone microphone should be able to capture your audio fine, but you can also use an external microphone if available, such as the microphone in a pair of AirPods or other hands-free earphones.

- ✓ Listen back to your recording afterwards to check that the audio is clear and you are happy with how it sounds.

✖ DON'Ts

- ✖ Don't record in noisy environments. Not only is this distracting for the viewer but any other conversations or sounds that are picked up may mean that your video cannot be used.

- ✖ Make sure not to film in an echoey room. Rooms that are large or empty tend to echo a lot. Find a room that is smaller or has little to no echo.

- ✖ Don't record outdoors as even a little wind noise can easily obscure what you are saying and ruin the recording.

RECORDING

When recording, we need to make sure that every video is **captured to one consistant standard**. This includes quality, duration and the delivery of what you are talking about.

DOs

- Ensure that you are capturing the footage in HD (1080 x 1920). You should be able to adjust this in your phone's camera settings.

- Try and keep your videos short. If you have some important things you really want to include that will make it longer, then please consider splitting your video into multiple recordings.

- Check your storage space before you start recording and make sure that it isn't full, as this may mean your recording stops prematurely.

- Practise what you want to say before. This will help any nerves as well as making sure you're confident with what you want to talk about.

- Keep it concise. Try not to go off-topic or tangent while recording your video. Having a practice run through or using an autocue may help with this. Various autocue apps are available on the app store, for example, this Video Teleprompter app on iOS or this Teleprompter for Video app on Google Play.

- Relax, smile and be yourself!

DON'Ts

- Try not to speak too fast or too quietly.

- Reveal any particularly confidential or sensitive information.

- If you stumble over your words or fluff your lines ever so slightly, don't worry too much and just carry on with your recording. If however, you make a big mistake or completely lose your train of thought, you may want to think about starting your recording again and attempting a new 'take'.

EXPORTING AND SHARING

Once you are happy with your video, we kindly ask that you share the file with DropBox.
Please **select the link below** to access this.

The suggest teleprompter tools are quite simple to use and allow you to see your script, on your device, whilst recording yourself. It is suggested that you **download the relevant one** for your device and familiarise yourself with how it works, prior to creating your videos.

For any help with this process, please contact **education@collegeofparamedics.co.uk**.

RESOURCES

Dropbox   Access the DropBox link here ⬈

Teleprompter app - **Apple App Store**

GO HERE

Teleprompter app - **Google Play Store**

GO HERE