

MEDIASNACKERS



NOTES / REFERENCES

Websites/online platforms:

- blogger.com : blogging platform
- flickr.com : photo hosting site with geotagging
- youtube.com : video hosting platform
- bubbl.us : online brainstorming platform
- slideshare.com : online presentations
- capzles.com : virtual dynamic timelines
- animoto.com : free funky slideshow creator
- audioboo.fm - Record and Create audio interviews / podcasts

Websites:

- Invisible Children : [Rough Cut Trailer](#)
- Invisible Children : [The Kickoff Video](#)
- Invisible Children : [Global Night Commute](#)
- Andy and Matt : [1hr Street Project](#)
- IKEA : [Facebook showroom](#)
- York Libraries : [In Three Words](#)

Inspirational Websites of Reference (not mentioned in training)

- [Tate Channel](#)
- [Museum of Modern Art](#)
- [Brooklyn Museum](#)
- [BBC History of the World in 100 Objects](#)
- [Museum Next](#)
- [Museum Marketing](#)

Videos:

- [Social Media Revolution 2 \(Refresh\)](#)
- [In Three Words](#)



DIGITAL JOURNALISM

CAMERA & FILMING TIPS

Lighting

Find a good lit area. Move to brighter location. Lampshades block and direct light - maybe remove them for the interview? Don't shine strong light on to the subjects face, bounce it off walls and ceilings.

Audibility

Do a sound check first. Ask the interviewee to say something first like their name, and then playback the clip to be sure you have everything working. Be aware of sounds in the room before you start recording. Move to a quiet area. Don't be afraid to ask your interviewee to talk clearly or louder if your microphone equipment isn't the best.

Microphone technique

50% of your video is Audio. How about using 2 sound sources - a video camera and a phone? One up close, one further away. If you have a Directional or Zoom mic, be sure to point it directly at the person talking, otherwise you may not have great results. Some people think the microphone will pick up their voice easily from a distance, and this is true when you're in a quiet space, but in a busy room, all it will do is pick up everyone else. So don't be afraid to get in close!

Questions

Asking the right question can get you a better answer. No Closed Questions! 'What do you feel about...?' Or 'Tell me about...?' or 'Please describe how...' etc. These questions will get the interviewee thinking and give you great responses. Give the Question(s) before you start recording.

Timing

You should be looking to get short quick answers from people. No long winded answers. Tell people they have 15 secs to reply... and if they waffle on, don't be afraid to stop recording, and start again. Give them that chance to get it right, the way we need it.

DIGITAL JOURNALISM

CAMERA & FILMING TIPS

Be Professional.

As soon as you are handed the equipment and responsibility of interviewing... you are journalists and reporters. It is very important to remember this, as this is how your interviewee's will see you. They will treat you and the recording the same way they would behave if it was someone from the BBC. Being professional isn't just about the times the recording light is on, so remember to be polite and courteous at all times, and always thank your interviewee.

Camera control

Many cameras have automatic steadying or anti-shake controls built in, but even with these on, camera shake or waving the lens about creates some uneasy footage to watch on the computer. Camera operators have the important task of ensuring the picture is as steady as a tripod - try your best to concentrate on the steadiness of your shot and you will have done a great job.

Get Close

Be aware that what you see on the camera viewfinder 'isn't' the same as what people will see at home. If there are distractions going on in the background, people watching the video will see that stuff too. If possible get close to the interviewee and crop out all the people moving about in the background. Only show more of the background if you really need to.

Silence is golden

When the recording light is on - keep quiet. Any background noise or response from the interviewer is picked up on the camera and it will sound annoying to viewers. Also if you stay silent, it forces the interviewee to think and talk more.

Editing Video.

These videos need to be short and to the point. Remove any unnecessary commentary or camera movement from the beginning and end of the clip you want to use. 2 minutes maximum is fine, the shorter your videos the quicker they will be to get up on Youtube.