

Video Interviews Best Practices



Quiet on the Set!



Shoot in a quiet room, with no extraneous sound around

Keep the Background Simple

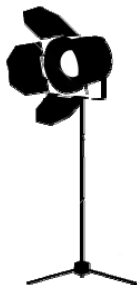
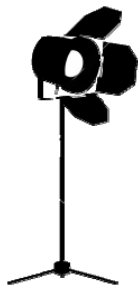


Good Background



Busy Background

Light the Subject from the Front ...



... Not from the Back.



Use a Tripod!

Find a way to support the iPad ...



... Or Support the iPhone



Make Sure You're On the Level



Get the Microphone Close to the Subject

The closer the microphone ... the better the sound.



Don't Have a Microphone?

Invest in a digital recorder and record the sound that way.



You can synch this sound with the iPad/iPhone sound in editing.

Don't Stray Too Far ...

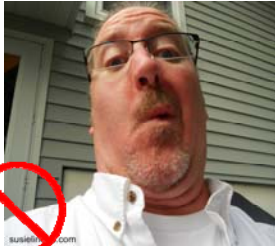


... or Get Too Close.

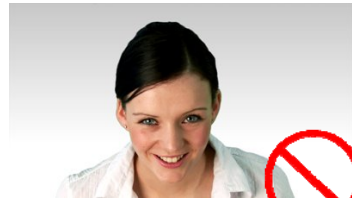


Make Sure the Camera is at Eye Level

Don't shoot below ... or above ... the subject.



Below and Above
Eye Level
= Not As Good

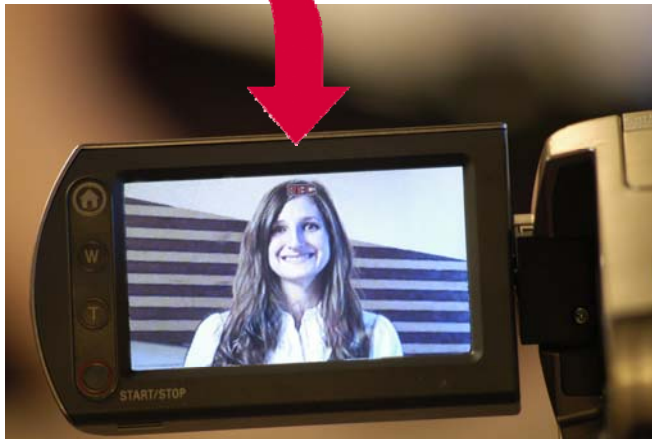


Eye Level = Good

Ready to Record!



Check **REC** to Make Sure!



Start with The Basics



Once you start recording, ask the subject to say their name and to spell their name – this will make sure we get that info right!

Don't Be Afraid To Repeat Yourself



Was their answer too long or a little confused?
Don't be afraid to ask them to answer the same question again.

And again.

And again.

Until you've got what you need.

What's The Context?

Will their answer stand on its own without your question?
Suggest that they work your question into their answer.



Check Your Work



Play back part of the interview before the subject leaves, to make sure it all worked!

Back It Up!

Copy the finished video files to your computer hard drive, to ensure that you don't lose them!

