

Creating video content for IRSE members during COVID-19 / coronavirus

During the current COVID-19 / Coronavirus public health crisis, organisations are turning increasingly to video as a technology to allow ideas to be shared safely. Sharing experience to support our colleagues is central to the Institution's culture.

Video is an important part of the IRSE's communications toolkit and we understand that keynote speakers unable to present their papers or presentations may wish to use readily available technology to share this content with our membership via the Institution's website.

Content to engage and inform members is particularly welcome at this time when many of us find ourselves working remotely, or isolated in line with advice from our respective governments.

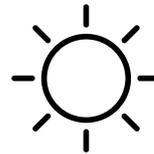
This brief guide is designed to help you create content using your own equipment. Raw footage and presentations can be shared with the Institution using services like WeTransfer and sent to our production team.

General advice for creating video content



Audio is key. Most modern cellphones house excellent cameras, but good audio is most important for an online audience. Ensure you're in a quiet room, with limited background noise, particularly from air conditioners, traffic and background mechanical sources.

If you wish, you may be able to source an inexpensive lapel or 'lavalier' microphone that's compatible with your device from a retailer like Amazon.



Lots of light. A bright space will yield the best results for clear video and reduce the graininess that can appear in darker conditions. Indirect light is best and avoids harsh shadows



Backlight. Light shouldn't come from a bright screen or light source behind you. It will make the camera adjust to the brightness and place the speaker in shadow.

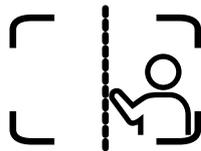


Working with presentations. If there is a presentation to accompany your talk, please don't worry about trying to get it in shot. This should be uploaded along with your video and our production team will handle the rest.

We'll need a clear signal from you when it's time to change the slide, so if your hands are in shot, it's good for us to be able to see you reach for a clicker or mouse when it's time to change.



Framing your shot. If you use slides, please make it easy for our production team by framing your shot with you occupying only half the frame... thus:



When you film yourself, we suggest just talking to the lens of your device, like you're looking a person in the eye.



Managing mistakes. The great thing about a pre-recorded video is that it can be edited later, should this be necessary.

If people try to edit as they go along, they end up sitting back down in a different position, or something else changes to make the video look odd and jumpy.

If you make a mistake, it's less disruptive to your flow to:

- pause for a second, say 'cut' and then start the phrase you made the error in over again.
- Give us a clear couple of seconds after 'cut' to help the team edit around it.
- In your email, please include the play time at which any error occurs in your video. This is incredibly helpful and speeds up the editing process.



Settings. Your device should be set to capture video at as high a quality setting as possible. 1080p HD video is our default standard, but 4K or 720p footage is absolutely fine.