



**BELIKEYOU**

**I02**

## **TOOLKIT ON ENTREPRENEURIAL STORYTELLING**

**BELIKEYOU** STORYTELLING ON ENTREPRENEUR ROLE MODELS  
FOR YOUNG EUROPEANS

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# TECHNIQUES FOR RECORDING THE VIDEO INTERVIEWS



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# Summary

- **Preparation**
  - Studying the interlocutor
  - Prepare questions
  - Prepare answers
  - Inspection of the set
  - Lights and time
- **Tools**
- **Shooting**
- **Post production**

# Summary



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- Preparation
- Tools
  - Smartphone
  - Thirds grid
  - Lights
  - Tripod
  - Microphone
- Shooting
- Post production



# Summary

- Preparation
- Tools
- Shooting
  - Set
  - Off the air
- Post production



# Summary

- Preparation
- Tools
- Shooting
- Post production
  - Check Audio/video
  - Music



# Preparation

STUDY THE INTERLOCUTOR



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First we need to understand what kind of person we are going to interview.

We try to get to know them by talking to each other and doing tests to put them at ease.



# Preparazione

PREPARE THE QUESTIONS



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If the aim is to have a **spontaneous answer**, you can make questions **on the spot**, or communicate the topic of the interview a few moments before, trying to grasp spontaneous answers.

If, on the other hand, we have to carry out a more formal and structured interview, it is always better to communicate the questions in **advance** and / or to **prepare** them together with the interlocutor.



# Preparation

PREPARE THE ANSWERS



The **answers** depend on the type of interview we have to do. Also in this case we can leave the interlocutor the opportunity to **respond freely** or the opportunity **to prepare** the answers to put him at ease.



# Preparation

## SET INSPECTION



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The inspection of the set is very important. We must remember that the magic of cinema **is not in the eyes** (which have a wider field of vision) but everything that is seen **through the instrument**, that is the video camera.

The whole set is built according to what you see through your instrument.



# Preparation

LIGHTS AND TIME



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Before shooting, an inspection must be carried out to understand what **light sources** are present on the set and what is the **best time**.

If the **interview is long**, it is always better to have **artificial light**, because the brightness can change as the hours or the weather change. If, on the other hand, the interview will be **short, natural light**, such as that from the window, will be good as well.



# Preparation

LIGHTS AND TIME



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If artificial lights are not available, it is always better to use **natural lights**.

We place the interlocutor near the window or in favor of a light source, that will illuminate their face properly.



# Tools

## LIGHTS AND TIME



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The **type of lighting** depends on the **type of interview** you are doing: if it is friendly, the light can illuminate the face completely, so as to have flat shadows; if the interview is more formal, we can arrange the lights on one side,  $\frac{3}{4}$  of the interlocutor, while the video camera is on the opposite side of the light source.

Remember that the lighting must always reflect the **theme of the interview**.



# Tools

## SMARTPHONE



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The **skills** are more important than the tool we use. The phone **works the same way** as any video camera. Only the settings change, in the video camera they are manual and at a higher quality.

Even if we have a common phone (better if top of the range) with **good lighting** we can capture beautiful images. Professional cameras just give us more control.



Tools  
THIRDS GRID



Pay attention on how we positionate the camera. All video cameras (or smartphones) have a grid in their settings, called a **grid of thirds**. This is a fundamental tool for composing images in a **balanced way**.

The interlocutor must be positioned along one of the two vertical lines, while the eyes must be along the intersection point of the first horizontal line and one of the two vertical ones.



Tools  
TRIPOD



If we have some money we can use it to use a **tripod**. There are many types, expensive and economic. In our case, we can buy any type because the phone is very light.

The important is to **hold steady** the smartphone so that it does not suffer vibrations during the recordings.



[Link](#)

Tools  
TRIPOD



Also remember to buy the universal **smartphone holder**. This tool allows you to mount your phone on a tripod.

Tripods in the market generally do not include this accessory.



[Link](#)

# Tools

## LIGHTS

In photography, **light is essential**, having a well-lit subject is the main factor in obtaining a good result.

If we use **direct light**, it creates very hard and decisive shadows, if these shadows are formed then on the face they are certainly not beautiful to see. They can accentuate **skin defects** or accentuate facial lines.

Here we are helped by **reflectors**, which reflect light in all areas of the face without creating shadows. Reflector panels exist in two colors: **Silver** and **Gold**.



# Tools

## LIGHTS



Both types of panels provide a different type of light, the gold panel gives a **warm and subtle light**, the silver panel a **bright and cold light**.

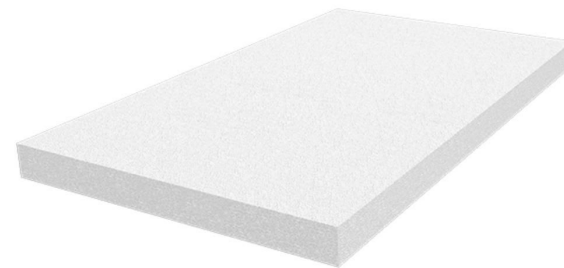
The reflector is **not placed too close** to the subject and the light should never come from the front but **slightly to the side**.

The panel must be placed in the **opposite position** to the light, so that the light "**bounces**" on the panel and also illuminates the other part of the subject.



[Link](#)

If you don't have a reflector panel you can always use a **polystyrene** panel. It is an economic alternative that can be of help on any occasion. You can buy it in any hardware store.



## Tools

### MICROPHONE



Another very useful gadget is the microphone. In our case we need a **shotgun type microphone**, which points directly to the interlocutor. The important for microphones is not only the quality but also the **distance from the person** being interviewed. If we are too far away, we also risk recording ambient noises (buzz). The microphone must be positioned a **foot from the mouth**.

If needed, you can also record the voice from another phone and merge it with the video in post production. Audio is a **fundamental feature** in videos, in fact, if we hear well, we are also happy to watch a video in low quality. Not the contrary.



[Link](#)

# Tools

MICROPHONE

  
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This microphone cable extension (with 3.5mm mini jack connector for the phone), costing a few euros, allows you to move the microphone near the interviewee and record a good audio track.

It can also be used as a high quality headphone extension.



[Link](#)

# Tools

## MICROPHONE



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This is a splitter audio Cable. It support microphone input and audio output simultaneously. It allows you to transform a 3.5mm audio port on **Smartphone** (also PC, Laptop, Tablet) into two: one for earphones / headphones / speaker and another for microphone.

**Remember** to buy a model compatible with your external microphone, in our case the Rode VideoMicro.



[Link](#)

If we record audio with an external instrument on the phone, we make a **clap** with our hands. This trick helps us in post production to **synchronize the voice** with the subject's mouth. Before speaking, the subject must always count to three in his mind.

Same thing when it ends. If they miss the answer, they pause, count a second and then start again.



# Shooting

## SET

The setting must be based on the shot. If we are in a room we look for a nice corner where to shoot and make our shot interesting and unique. **Any element** can be useful, as long as it **does not distract attention** from the subject: the person's clothes, the color of the room, furnishings such as vases or flowers, and so on.

Always remember to **look into the camera frame** and do everything according to that. That is, what remains outside of it is not seen.



# Shooting

OFF THE AIR



If we also want to **make an off-air**, we leave the video camera / phone on and ask the interlocutor a few questions.

Often some nice answers come at the end of the interview, because the subject is more relaxed and at ease.



# Post production

CHECK AUDIO/VIDEO



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When the filming is over, we double-check the interview, **paying attention to the audio**. There must be no interruptions. If the video freezes we can use images, while if the audio is not good we have to do the interview again.



# Post production

## MUSIC



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If we use **background music**, this should not be too loud. Typically the volume should be  $\frac{1}{3}$  of the **interlocutor's** voice. The chosen background track must be appropriate to the topic of the interview.

In case we want to publish the video on social networks we must use **royalty free** songs. We can easily find them on youtube or other sites.

- <https://www.bensound.com/>
- <https://pixabay.com/music/>





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