Filming + Video Guidelines

1: Introduction

Video standards are great because they help to maintain quality content so that it can be presented on any platform with excellence. Following a set of minimum requirements for content to be captured helps to retain maximum quality when presented.

The standards described in the pages below will help you to create great content for your creative team as well as deliver quality content to any client.

2: Recorded Video

The recorded videos should follow the format pattern below that ensures optimal playback. We recommend the following format for recording, editing, and exporting the videos.

Video Format

- Video Resolution: 1920x1080 / 1080p 29.97fps or 23.94fps (fps = frames per second)
- Compression Rate or Minimum Bitrate: 8Mbps (15Mbps recommended)
- Video Format: H.264, .MOV, or .MP4

Graphic Overlays

Lower thirds and branded graphic overlays will not be needed. It is helpful to provide a "Clean Feed" program output when sending in videos.

Additional Bumper Time (Handles)

It is helpful to allow a minimum of three seconds of live video before and after your presentation to accommodate for easy transitions. No dissolves, speaking, or music.

3: Location & Equipment

For the best broadcast, record in a professional broadcast setting where sufficient camera and lighting technology is available. We recommend the recording be done using 2 or more cameras.

Make sure the speaker is well lit and can be clearly seen and heard throughout the recording. The talent is welcome to sit or stand. However, if you have 2 or more cameras, one of them should be a mid-size shot and the other a wide shot.

Off-Site/At Home Setting

If you decide to record your presentation off-site or at home, there are a couple of methods to consider.

- If using a webcam, we recommend a Logitech C920 or Logitech C922 via USB 3.0 to connect to your computer.
- If using a personal video camera, use a compatible high-speed memory card with the video format set to 1080p, 29.97fps or 23.94fps to ensure the best results.

Use proper microphones to capture good sound on location.

Always keep your webcam or camera at eye level. Avoid placing the camera at angles below the chin or above the head. The ideal angle is always at eye level.
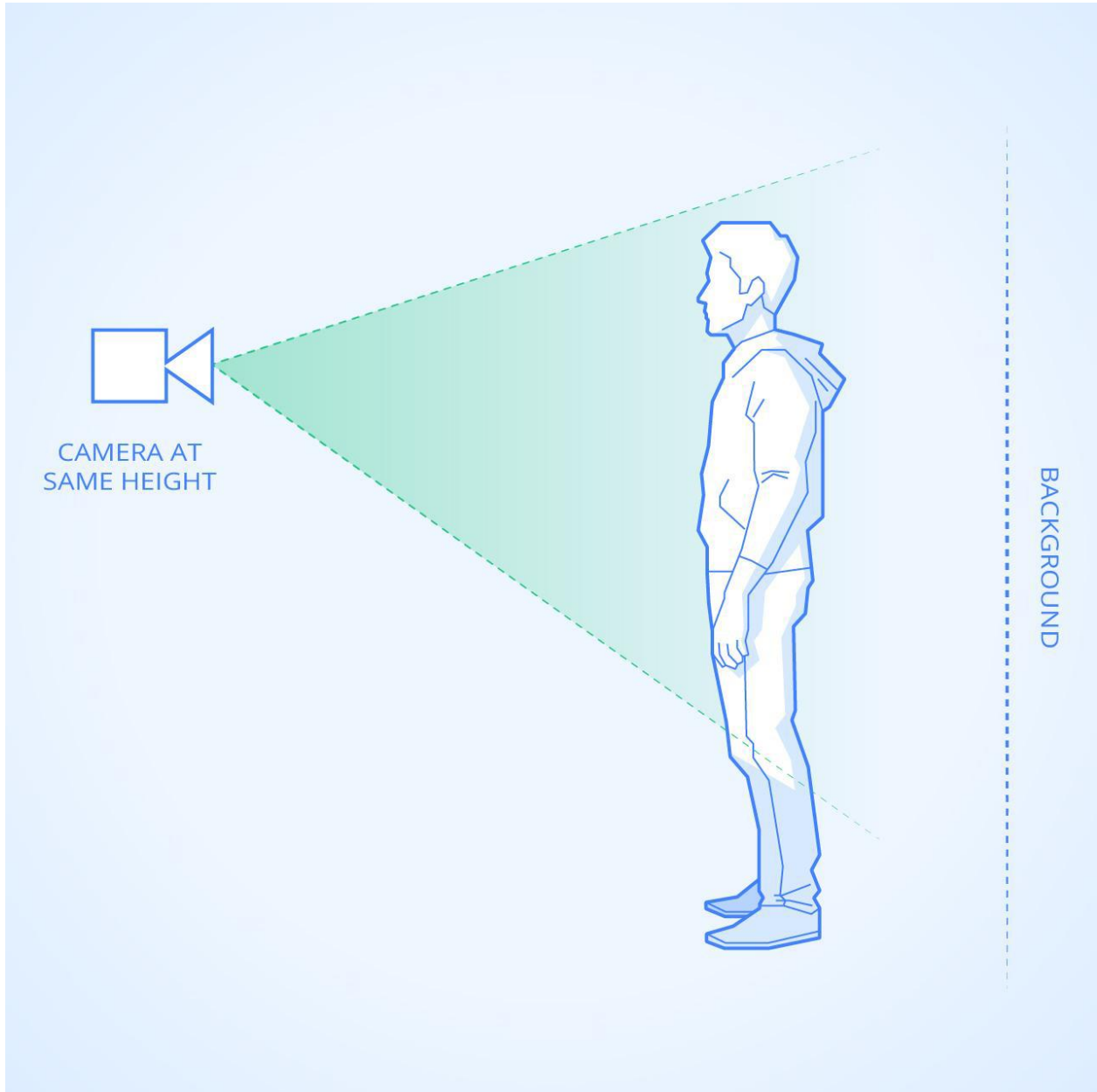
Note: Depending on your video camera, some files may need to be converted after filming to meet the video format requirements of this document.

4: Camera & Lighting Tips for Filming

Try to frame the camera from the waist upwards (medium shot). Avoid framing closer or wider than this.

MEDIUM-WIDE (BETTER)
ZOOMED IN A LITTLE

WIDE- ZOOMED OUT
ALL THE WAY
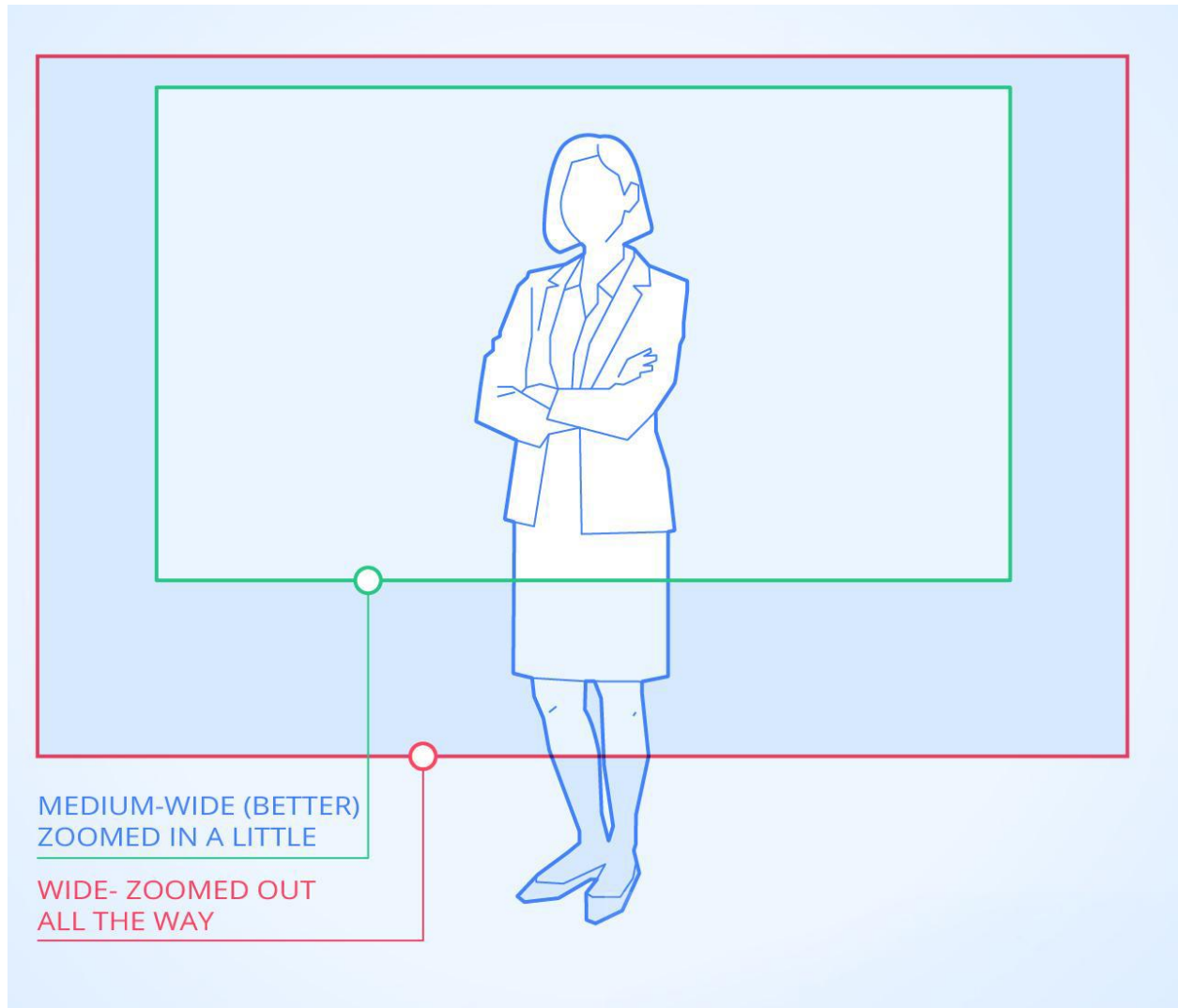
Good examples are your traditional TV news anchor, try to frame similarly.

Lighting is the big difference maker for good image quality. Use two to three sources of light, according to the picture below. If you only have two sources of light available, choose between Fill Light and Back Light.

Even if your surroundings are well lit, your camera/webcam could be in automatic mode and potentially darken your image. If this occurs, using a dark colored shirt might help balance the camera's image brightness.

A good tip is to use your windows. Position yourself facing a window (as the key light), so the outside light can help.
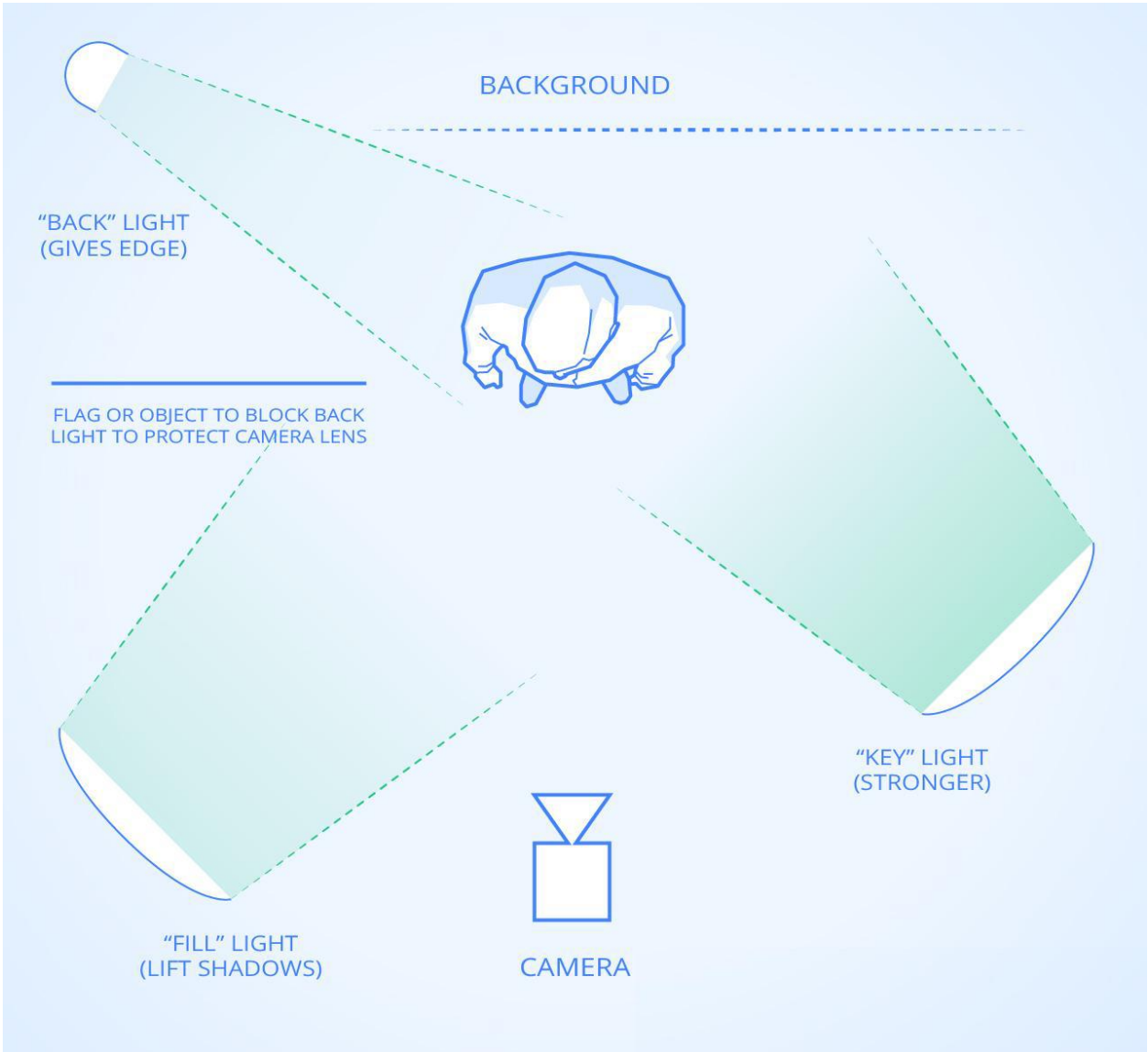
5: Audio Recording Standards

- 48Khz/24 bits AAC stereo
- 128Kbps minimum we recommend 256 Kbps for bitrate.

The Lavalier Microphone is the best option when you have an unpredictable environment. Background noise is always an issue when recording good sound so try to minimize background noise when recording your clips.

Try and pick a location where background noise is really low for all of your recordings.

In a controlled environment, the use of a Shotgun mic is also recommended. Place the mic directly above the talent's head, facing down towards their mouth and out of the video frame for optimal pickup.

If possible, avoid using handheld microphones, although they work well, aesthetics are impaired for the kind of experience that you might want to convey.

6: Audio Tips for Filming

Platform Setting

A handheld, lavalier, or headset directional microphone are all acceptable. Ask your sound engineer to monitor its levels to avoid distortion.

Non-Platform Setting

A lavalier or Shotgun Mic is recommended. Ask your sound engineer to monitor its levels to avoid distortion.

A lavalier microphone is the best option for this situation. Mic models such as the Boya M1, Rode Wireless, Rode Lavalier Go, Sony ECM-77B, Sony UWP-D16 can enhance audio quality and lower external, unwanted noises.

If possible, avoid using hand microphones in non-platform settings (i.e. living room, office space). Although they typically work well, the aesthetics are not always the best look for the live stream experience.

Additionally, environments with curtains, rugs, or couches can help enhance the audio acoustics, avoiding too much reflection and natural reverb.

Proper Mic placement for a Lavalier style Microphone.