



FILMING GUIDE

CARNIVAL-AT-HOME 2020

INTRODUCTION

Welcome to Cowley Road Works' 2020 Carnival At Home!



There are so many projects and ways to get involved – we're so glad you're joining us and filming your Carnival contribution. We understand that some of you will have experience with filming and some of you may not have any experience. This guide is intended to cover some fundamental rules for filming at home, to help make your content as strong as possible and make sure that we can share it far and wide for 2020 Carnival At Home!

BEFORE YOU START

PLAN YOUR CONTENT

- **Keep it Simple:** What is it that you want to say with your movie and what is the most effective and efficient way to communicate that message?
- **Who's it for?** Consider who you want to watch your film. The Carnival At Home is family friendly and for audiences of all ages so keep that in mind when you're making your film.
- **Show don't tell:** If you're filming an art project or a tutorial, remember to let the visuals tell the story as much as what you are saying.
- **Don't try to film all your content in one take** – it's okay to make mistakes! You can film your content again and again and use editing tools to take the best from each of version.

VIDEO FORMATS WE CAN USE

We can work with almost all video files, including:

- Apple devices default video files to a .mov format.
- Android based devices default video files to MPEG-4 (.mp4) or 3GPP (.3gp).
- If you are using a professional camera, please check the manual for its default recording format – if you're not sure just email us at admin@cowleyroadworks.org and we'll get back to you.

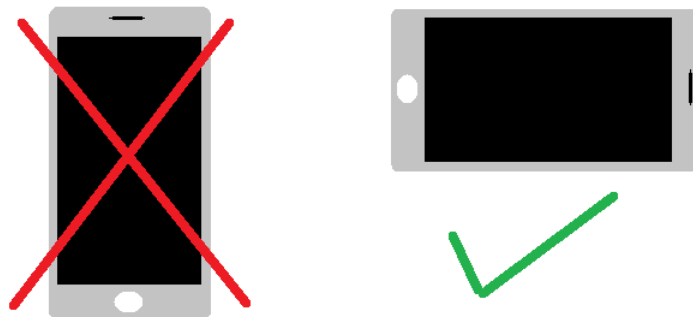
The most important thing is: please use the highest resolution available.

Remember, this will use up a lot of storage space on your phone / tablet / laptop, so you will want to regularly upload your video files to the cloud – you can do this via icloud, google drive or Microsoft one drive.

FILMING GUIDANCE

POSITION YOUR CAMERA

- Please use **landscape orientation** only. So if you're using a phone or tablet turn it on its side so the screen is the way you hold it to watch video content.



- If you are using a phone: the **back camera on a phone** can film much higher resolution than the front camera, so stick with the main back camera.

KEEPING THE CAMERA STILL

Camera stabilisation is really important in professional film making. It's very hard to watch content where the camera is moving shakily.

- Find a **fixed position** for your camera / phone / tablet / laptop. It's very important that the camera stay still during the take, so steer clear of holding the camera with your hand.
- Remember you can film your footage multiple times from different angles, and cut these together into one edit. So just because you have to position your camera and leave it still for each take doesn't mean you can't have different angles on your final edit.

LIGHTING

- It's important that we can see you and everything you're doing clearly. You may have access to some professional lighting, if you don't this is okay. Try to find somewhere with **natural light or good indoor lighting**.
- Avoid using angles that cast too many shadows on your face or what you are working on.
- Please do not use filters or effects on your video unless it is specifically to represent something in your work.

Watch out for the below bad examples – made by light patterns, under exposure due to a light source / window behind you, and shadows:

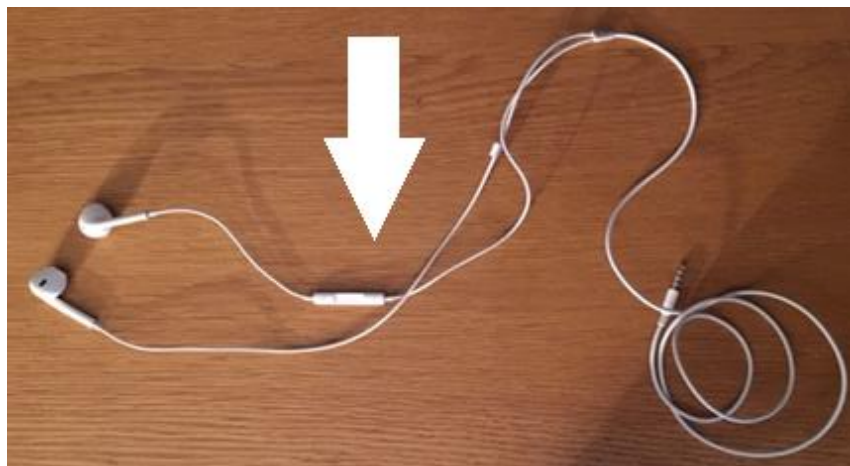


SOUND

Good quality sound is as important as the image. Follow our top tips to improve the sound quality of your film:

- Film in a quiet, indoor space with no background noise. Beware of open windows, wind noise, people talking or TV noise in the background.
- Stay close to the phone / tablet / device you are filming on
- Locate your device's microphone. On a phone they are usually at the bottom of the device. Make sure no case, fingers or anything else is obstructing the microphone, and that it is pointed near you as you film.
- Don't forget to mute your device and put it in airplane mode so your audio isn't interrupted by incoming calls or messages!

If you have one and it works for your filming, it can be a good idea to **use an external microphone**. Headphones that come with your phone or that you use to speak on the phone have microphones on them. These will pick up sound from you speaking a lot better than the phone itself.

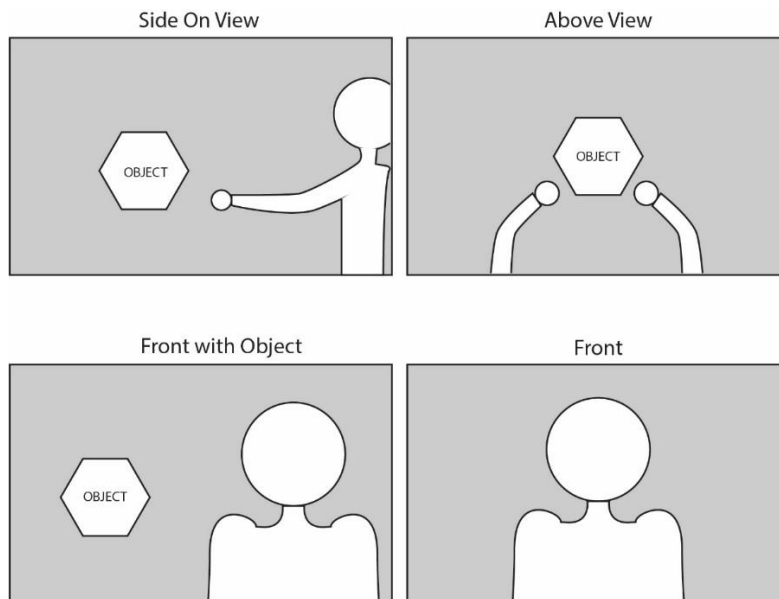


If you don't have a microphone you can use the sound recorder on your device – it might be worth **trying out a few different positions** and experimenting with where the device is best positioned to pick up the sound.

FILMING ANGLES

Depending on your project some of you may need to use multiple angles, relatively few or perhaps only one. Whatever is the case please take a moment to think about what angles **best display your content**.

Remember to use landscape, not portrait orientation.



PUT ALL THESE TIPS TOGETHER

If you want to get professional, you can plan your footage by drawing up a storyboard for all the different shots you plan to use:

Scene:	Scene:	Scene:
Scene:	Scene:	Scene:

EDITING

There are lots of free programmes and software you can use to edit now. What you use to shoot on may determine what you can use to edit.

Free Editing Software:

- **iMovie** for Apple Products including iPhone, iPad, iMac and Macbook
- **Avidemux** for both Windows and Mac
- **VLC Media Player** for both Windows and Mac

Follow this [link](#) for more details to see which one would suit you most.

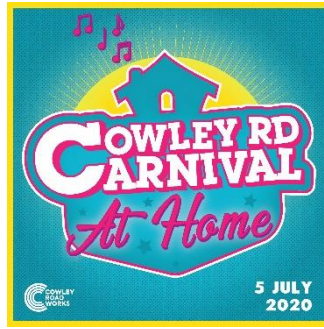
If you need help editing – let us know at admin@cowleyroadworks.org.

HOW TO SEND YOUR FILE TO US

Let us know when you have finished your content.

- You can email us the link if you have saved your video to the cloud or other virtual saving space OR
- You can send your video via We Transfer [LINK](#) Please take a moment to familiarise yourself with the [site](#) and how it works. I
- If you are unable to use We Transfer please contact us at artistic_producer@cowleyroadworks.org and we will find another way for you to get them to us. NB there is an underscore after artistic in the email address.

We are here to support you so please do not be afraid to ask for help. We are really looking forward to seeing your films and sharing them online!



CARNIVAL AT HOME IS SPONSORED BY:



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