VIDEO GUIDELINES
WELS standards for submitting 3rd-party videos

General Guidelines

▶ Have a clean lens before you begin recording.

▶ Always shoot horizontally and have camera at eye level.

▶ Make sure you or your subject is well framed.
   Example: If they are to the left of the frame, have them looking to the right. If they are to the right of the frame, have them looking to the left. If they are centered in the middle, have them looking right past the camera.
   (See diagrams on following page)

▶ Avoid trying to zoom when recording on your phone. It degrades the quality. Instead, try to walk into your subject to manually zoom, or avoid it altogether.

▶ Use both hands when recording to avoid unstable video.

▶ Make sure your subject is well lit. Natural light seems to work best, if available. Avoid backlighting. (Do not have a window or light source behind you or your subject. Put your light source in front of or to the side of you or your subject.)

▶ Background should be clean, not "busy" or cluttered. It will take away from focusing on you and your words. However, stay away from a very plain white background. Film in an office, living room, or other quiet space.

▶ Find a quiet space with zero to minimal background noise. Loud noise is impossible to fix in video. If there is some background noise, make sure the background noise does not overpower the main subject of your video.

▶ PLEASE test your audio by recording for 30 seconds, then listen back to be sure your voice comes across clearly. Once you are happy with the audio, record your video.

▶ Act as though you are presenting live. If you make a mistake, continue on. Do not start completely over. We'll clip out the bloopers in post-production.

▶ **Please do not edit your videos before sending them in.** This makes the editing process much more difficult. We need raw video in order to make the proper editing decisions.

Recording on a Computer

● Open your camera application on your computer. Most PCs and Macs will allow you to record directly from your computer's camera application.

● Use a computer with a built-in camera, or attach a video camera to your computer.

● If your audio doesn't sound clear, you may want to connect headphones or a headset to your computer and then record.

Recording on a Phone

● Lock focus and exposure: Tapping on your phone's screen (on the point you want to focus on) will lock focus on Android devices, or holding your finger in place will lock focus on Apple products.

● Switch your device to flight mode or silent so calls or texts don't interfere with the video.

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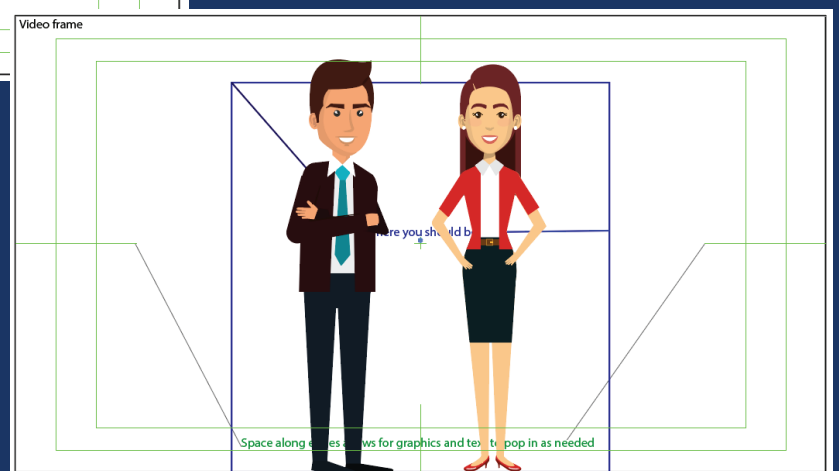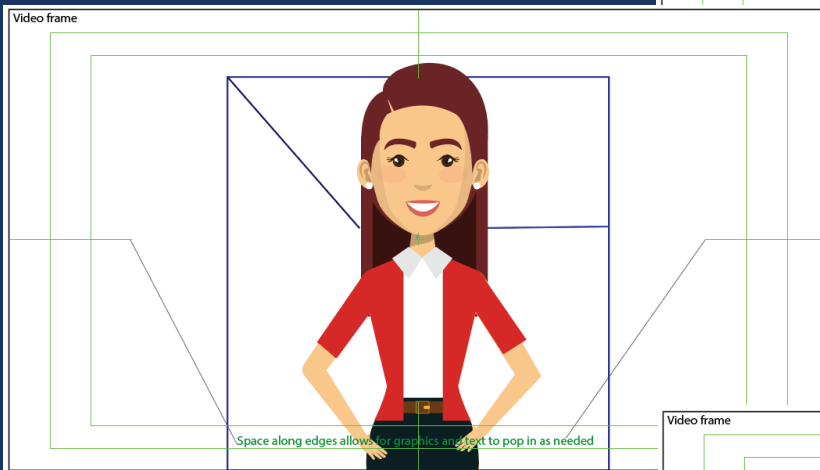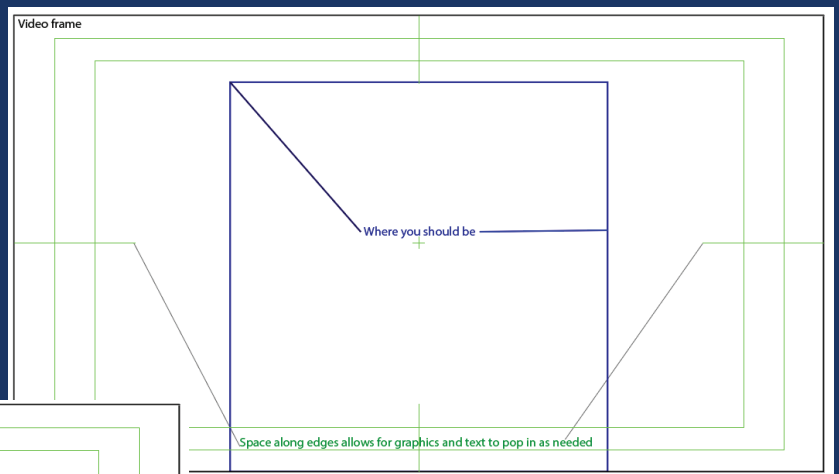
Video submission instructions

Submitting Videos

(We accept .mp4, .mov, .avi file types)

▶ Upload your video to Dropbox at **https://www.dropbox.com/request/tUo8xz9qij511fWMmhvS**

▶ Please label your video as **eventortopic_yourname_date**.

▶ If you have additional photos or videos to share, please also upload to Dropbox and save as **photoorvideo_eventortopic_yourname_date**.

▶ If submitting photos, please ensure they are high resolution.

Have questions?

Connect with the WELS Video Production Coordinator.

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WELS Video Production Coordinator

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