

HOW TO GET THE MOST OUT OF YOUR SHOOT DAY

Preparation is key –

If we are conducting interviews, have the interviewees been well briefed on the questions? Do they have an idea of the key points they want to get across? (or if it's scripted have they become familiar with that?)

Where can we film? –

The background offers a chance to share extra information about you or your contributors. Rather than meeting rooms, large open spaces or rooms with personal touches read well on camera. Avoid locations with lots of background noise if possible.

Plan enough time for each interview –

For each person we interview we need to ensure that the audio and visual set up is bespoke. To get the best out of an interviewee they need to feel relaxed and comfortable with the crew. We will always do 2 or 3 takes to ensure we come away with the audio and the visuals. A minimum guide time for a short static interview is 40 mins.

It's all about the additional footage to cut away to (broll of GV's) –

Consider what broll you want us to capture. Is it of people collaborating, views from your office, key pieces of tech / furniture.

Ensure the crew get breaks –

Filming days can be intense for all and by ensuring the crew (and contributors/client) get some time to have a comfort or refreshment break means we are less likely to make mistakes and will help to keep energy levels and spirits high. Creating a good atmosphere on set will have an impact on the end result!

Time to change locations –

If there's time let's change location to make your film feel more dynamic and visually engaging. Plan 40 minutes for us to set up in each new location

What to wear on camera –

The key thing to remember is the focus should be on you, not on what you're wearing.

- Wear warmer colours. Wearing a top or tie in colours like teal, cobalt, purple and coral pop visually on screen.
- Avoid white, bright red and all-black outfits. These can cause problems with the exposure.
- Avoid heavily branded clothes unless it's specifically part of the film.
- Stick to solid/block colours. Patterns can be distracting for the camera/potential viewer.
- Make sure you keep jewellery simple. Microphones will always pick up on your bracelets or dangly earrings.
- Make up tip for all - If you have some face powder (make up) at home or in your make up bag, please bring it with you to the shoot.

Did you know? –

We can also take stills from the video we shoot? Time for this would need to be accounted for during the shoot.