

Guidelines for Shooting Christmas Stroll Video on an iPhone or Android Device

1. Videotape in horizontal format. When shooting with a phone (iPhone or Android), please shoot in horizontal format, not in vertical format. To ensure footage is right side up, please make sure the phone's bottom "Home" button is on right side of camera when held horizontally.
2. Keep videos 1 minute in length (or edit several of your videos to create a final 1-minute video)
3. For shooting interview subjects or capturing speech/sound:
 - a) Shoot in quiet area. Turn off any music/radio/TV that is playing in the room. TRADEMARKED MUSIC IS NOT PERMITTED ON THE VIDEO. Try to turn off fans/air conditioners or other noisy machines and appliances. For interviews, you may be able to plug a microphone into camera or phone. Hold or place microphone close to subject without it showing. Listen to a playback with headphones to make sure you are recording audio clearly.
 - b) Ask the subject to start their answer by rephrasing your question. For example:
 - ❑ Interview Question: What do you like most about the Christmas Stroll?
 - ❑ Subject Answer: What I like most about the Christmas Stroll is ...
 - c) In interviews, begin shooting 5 seconds before someone starts talking, wait to turn off camera for 3-5 seconds after they finish talking.
 - d) When shooting activity, please hold camera steady and shoot each scene for 15-20 seconds (or longer.) Please do not use zooms or quick panning/camera movements.
4. The main light source should be behind the camera. Subjects should be brightly lit. However, try to avoid having bright light sources such as windows, lamps, sunlight, etc., behind who/what you are filming. Lights should be shining on front, not behind the subjects, otherwise subjects will be darker than background.
5. Ensure you have permission to use footage of your students/school/friends for privacy purposes.
6. Make safety copy of footage onto computer or USB disk.

Remember: Trademarked music played in or added to your video and logos/branding (on food packaging, T-shirts, hats, etc.) are not permitted in your video and will disqualify your entry.

