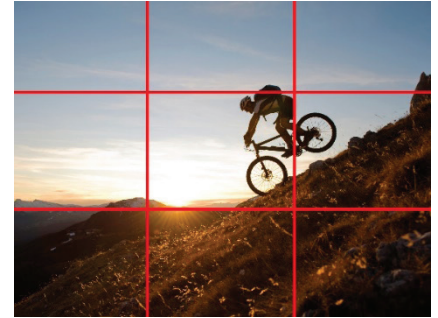




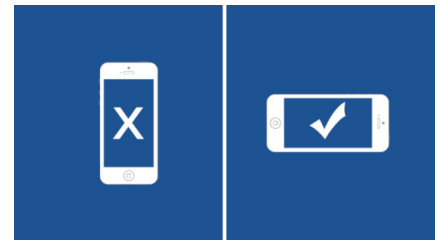
The Rule of Thirds

- Never put a subject in the middle of the screen, this is considered dead space.
- If interviewing a subject:
 - Place subject on one side of the thirds with you standing opposite.
 - Do not let subject look directly into the camera.



How to film with a cell phone or tablet

- Do not film vertical. This will cause your video to have black lines on either side.
- Turn your phone horizontal to have a larger image and no black lines.
- Make sure your finger is not covering the camera lens.



Length and detail of video

- Make sure to cover the who, what, when, where and why of the video
- How to incorporate video in your local church
 - Devotionals, announcements, promoting an event, highlighting an event, etc.
- Try to keep videos under two minutes.
- Make sure to follow all copyright law if livestreaming an event or worship.
 - CCLI (us.ccli.com) is a company that you can purchase a specific license for your churches needs

Background of video

- Try to avoid distracting backgrounds such as:
 - Patterns, too much movement, an object that is misplaced, too much light, etc
- It is ok to remove any objects that may look out of place on camera
- Try to connect your background with the context of a video.
 - If filming a bible study try to have a bookcase in the background.
 - Coffee with the pastor video, try filming in a quiet coffee shop.

PRODUCT SUGGESTIONS:

Mevo

- Good for livestreaming events and recording videos
- Can be controlled from phone, tablet or computer
- <https://getmevo.com/>



Dji-Osmo

- Best used for livestreaming events and recoding video for later editing
- Has a built in device that helps to produce steady shots
- Phone required for use
- https://store.dji.com/shop/osmo-series?-from=menu_products

