

## WORKSHOP 1

### An introduction to presenting and producing 'short form' video for the web.

OUTLINE: How to interview, do PTC, basic camera and production techniques.

#### **Minimum 3, maximum 5 delegates per day**

This first workshop offers participants the opportunity to develop basic video production skills, both in front of and behind the camera. These skills are relevant to the creation of audio-visual assets for any platform, be it You Tube, iTunes, or videos for websites, MOOC's etc.

The day breaks down into three sessions; interview skills, both as an interviewee and interviewer; piece to camera(PTC) delivery, which involves performing a scripted and choreographed piece to the camera; and self-shoot techniques, which involve basic camera, audio and production skills.

#### **Details of the training day**

09.30 Introduction: How to prepare for, perform and deliver 'on camera'. Identifying and establishing a relationship with your audience. Selecting the appropriate 'platform' for your content (Facilitator-led discussion).

10.00 **Session 1: Recorded Interview:** Delegates will be shown how to set up camera and sound to record a video interview. They will then observe and participate in the session as both interviewee and interviewer (Practical session followed by critical but 'light-hearted' review of recorded material).

12.00 **Equipment demonstration:** How to use a digital 'handy cam' and external mic' and avoid common mistakes. Framing shots, selecting shot sizes, recording high quality audio and techniques for reducing editing (Facilitator-led demonstration).

13.00 **Presenter skills:** how to deliver dynamic pieces to camera, entering and exiting frame, choreography, how to use 'props' (Facilitator-led demonstration).

13.30 **Session 2: Recorded Piece-to-Camera (PTC):** Delegates will deliver a *scripted and learnt* PTC on their chosen subject. Delivery will be dynamic and 'on location', involving choreography such as walking and talking or demonstrating (Practical session followed by critical but 'light-hearted' review of recorded material).

15.30 **Session 3: Video recording:** Delegates will work in groups recording themselves in interview or PTC situations. They will put into practice the techniques they have observed during the day and take on the roles of cameraman, sound-recorder, producer and presenter (Unobserved practical session followed by critical but 'light-hearted' review of recorded material).

17.00 **Close and review of the day:** Shared feedback, learning outcomes and discussion of future plans.

## **Advanced Preparation**

Participants are asked to undertake the following preparation in advance: prepare questions and answers for an interview, script a short piece to camera and consider a subject that you wish to talk about during the self shoot session.

During your preparation think about whom your potential audience will be. It may help you, in terms of a general public audience, to imagine the audience as comprising intelligent, engaged 14 year olds – this should help you to pitch your subject and language at an appropriate level.

**Formal Interview:** Base your interview around the following 5 simple questions and answers:

1. This is who I am
2. This is what I do
3. This is how I got into doing what I do
4. This is what I am working on at the moment, and why it is exciting/important to me.
5. This is why it's important to you (the audience) – this latter is the audience 'take away' message and should include audience relevance.

Self script the answers that you think will adequately cover your chosen subject area. Note that many interviewer's will often ask for your personal experiences, most exciting moments or personal anecdotes – so give thought to this, as it can bring a factual interview to life.

**PTC:** This is a scripted and rehearsed piece. It should be no longer than c.a. 1-2 minutes (the average person speaks 140 words per minute). This could be about your research, a particular course or project you are involved in, a description of fieldwork, a piece of laboratory work or a piece of equipment (this latter may involve a demonstration piece to camera). Examples could be; a description of the rocks/plants you work on, current newspaper items that are relevant to your research or project, an introduction to a computer programme, an answer to an FAQ, a welcome or introduction to students/staff.

***Consistent feedback from trainees is that scripting, practicing, rehearsing and knowing your PTC 'by heart' is VITAL to getting the most of the day.***

***\* Note – if you can't remember your PTC it's too long!***

**Self-shoot:** We recommend that for this section you focus on a personal anecdote, a particular story or an event that has played a defining role in your life. It's the chance to tell a story, paint a picture and be 'yourself' on camera.

**Clothing:** Please bring a change of clothes (shirt, tie, jumper, jacket, coloured scarf for ladies etc), to add variety to your showreel, please also note that bright colours work well on camera (dark colours look drab!), whereas fine stripes and check patterns cause interference on film. For ladies, make-up is recommended (minimum, a dab of face powder and lipstick). Note that facilitators also carry powder for shiny noses and foreheads!