

NAPA Work Zone Safety Testimonial Videos Guidelines for Shooting your Story at Home

1. Find a Quiet space

- a. Audio is extremely important. The best tip for having good audio is to avoid any sort of distracting noise. One of the biggest culprits is the fan of your heating or air conditioning system, so it's best to shoot with the fan off.
- b. It can be difficult to avoid vehicle noises and the sounds of other people speaking. The best solution is to film in a closed room (that does not echo). If that's not an option, try to record at a time when your space is not noisy.
- c. Additionally, make sure the background you stand in front of is simple, and not too cluttered. Try not to stand with your back against a wall, but instead leave some space between yourself and the backdrop.

2. Shoot the video in landscape mode (horizontal)

- a. It is easier and more natural to shoot a cellphone video in portrait mode (vertical), however it is important to use the landscape mode (horizontal) because of the depth and reach. Additionally, watching videos on social media and web screens is best when the video is in landscape mode.

3. Light

- a. Light plays a major role in good production value. Try to shoot in the morning or daytime to take advantage of natural light.

4. Keep the camera steady and don't zoom in

- a. If you have a tripod on hand, use it. If not, make sure you hold the phone with both hands close to your body, and keep your arms steady.
- b. Zooming in reduces the production quality of your videos. Zooming technology pixelates your video considerably and makes it grainy.

5. Keep it short and sweet

- a. Try to keep your story under two minutes, if at all possible. Don't worry if it runs a little over — your story and emotion in telling it is key.

6. Deadline

- a. Please send your video to Ester Magorka emagorka@asphaltpavement.org.

Consider these questions when filming (in no particular order):

- Provide background on what happened. Tell your story.
- Who was involved in the incident?
- Be sure to say where and when the incident occurred.
- How has this incident affected your life or the life of someone close to you?
- What would be the one thing you would share with anyone watching this?