

WALDORF STORIES FILMING GUIDE

This guide is designed to help you film the best quality videos for Waldorf Stories.

These are technical, as well as filming tips, to ensure you tell your story in the best way. Although all these tips are important – don't get too worried about the technical details – nothing matters more than you and your story.

KEY POINTS

Landscape Camera – To optimize for our website, we need landscape footage (not portrait). Make sure your phone is filming on its side.

Film Full High Definition (1080) – You need to set the recording quality to 1080 pixels, also known as Full High Definition. On your phone camera, look for option labelled FHD or 1080.

Audio – Avoid filming with lots of background noise. If there are any unexpected noises, please start again. Please don't add any music or captions, as we'll have to take them off.

The Storyteller – Most importantly, we need to see you! Or if you're the person filming somebody else, make sure the person telling the story is front and center in the film.

FRAMING YOUR SHOTS

We want to make sure the storyteller is the main focal point of your film. Aim to position the camera directly in front of you, with heads and shoulders positioned centrally within the frame. Try to be sitting comfortably and relaxed, it should feel more natural this way. If there are more than one of you, try and sit close by or at least make sure you're both in frame.

Feel free to shoot with any background you want but try to keep it neutral color wise. If you're shooting on a busier background, make sure you are some distance away so it's not in focus.

HOW TO TELL YOUR STORY

We know you have a story to tell. Maybe it's a moment of celebration maybe it's an unforgettable moment or maybe it's one passed on from a family member – whatever your story, we want to hear it. Below are some tips which might help aid your storytelling.

Your story needs a beginning, middle and end. This will help give your video a structure.

Introduction

We want to know a bit about you. Feel free to give us a short introduction which might include the below:

- Who are you? And where are you?
- What year did your story happen?
- Is the story from your perspective or are you telling somebody else's story?

The Story

- Try to keep your story to around 2-3 minutes, it's the sweet spot – if you go longer, that's okay.
- If you have any visual prompts, then we would love to see them.
- Get creative, keep it clean, and have fun!

Conclusion

- A quick sign off and goodbye