

MOVING PICTURES

Create a video portrait of your institution with simple means



Project idea

A video is a very powerful way to get interested parties and potential volunteers excited about your facility. Young people in particular feel attracted by moving images: in just a few minutes, they can get a first impression of the facility, the people and the atmosphere. Films and videos are an important part of their lives and most of them are surprisingly familiar with the mediums. Our suggestion: release your volunteers from their regular activities for 2-4 days to create a video of your facility. A media pedagogical measure, so to speak, from which everyone benefits.

Motifs & subjects

LOCATION

Building exterior and interior
Special rooms / highlights
Surroundings (city / countryside / mountains / sea / beautiful view)

Friends of Waldorf Education
Parzivalstr. 2b, 76139 Karlsruhe, Germany

IN ACTION

Volunteers at work
Field of activity / volunteers' daily routine
Celebrations / common activities / excursions

IN TALK

Interview with the head of the institution / volunteers / alumni



Technical implementation

Admittedly, ideally you would invite a professional film team to the facility that knows exactly how to produce a beautiful and informative video. But of course, not every facility has the financial capacity to do so. The good news is that even a home-made video can succeed if you consider a few points.

CAMERA

Many facilities already own a camera for taking pictures. However, filming with it is usually very shaky. Better is a camcorder or even simpler: a smartphone. They are usually equipped with excellent cameras and image stabilization.
Alternative: GoPro.

Feel free to contact us with any questions:
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MICROPHONE

Thanks to the internet, we can tolerate a bad picture if need be. Bad sound, however, will immediately lead the viewer to stop the video. That means we recommend an external microphone. For recording with your smartphone, we can recommend e. g. the "RØDE Microphones Vlogger Kit Universal Edition", which comes with a mount, a tripod, a microphone and lights. Another economical option is to use your regular smartphone headset for interviews.

INTERVIEW SETTING

Conduct interviews only in closed, quiet rooms. Choose a tidy but interesting background (not in front of a white wall) with daylight coming in from the side (not in front of a window to avoid backlight). Ideally, place the person slightly to the left or right of the center of the frame and be careful not to "cut off" the head. Place the camera at eye level and point the microphone right at the person speaking.

EDITING SOFTWARE

Beginner: Quick App (smartphone), iMovie (Apple), Windows Moviemaker; advanced: Davinci Resolve (all free).
A guiding principle that works for video making in general: less is more. Editing wise, instead of wild special effects, clear, simple transitions look much more professional.

MUSIC & DIALOG

It is advisable to superimpose exciting statements from interviews, a voiceover or royalty-free music, e.g. from the "YouTube Audio Library", over the visual impressions of your location instead of the original sound.

FORMAT

File format: .mp4, resolution: Full HD (1920 x 1080 pixels)
Audio: stereo AAC, aspect ratio: 16:9, landscape format

