



# TIPS FOR SHOOTING GREAT MEDIA:



## BATTERY CHARGED

Make sure your phone is charged so that you aren't going to run out of battery while filming.



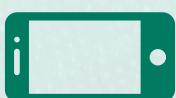
## CLEAN YOUR LENS

An unclean lens will give your footage a "milky" look. Use a microfibre cloth... or your t-shirt if you have to! Don't forget the lens that is on your phone's screen as well as the back of your phone.



## LIGHTING

Use front Light. Film so that subjects are illuminated, avoid backlit shots (don't shoot into the sun) because people will be silhouetted.



## LANDSCAPE

Rotate your phone to film in landscape orientation.



## AUDIO

Use a plug-in lapel microphone if possible for any interviews for better sound. Or move them into a quieter area with less background noise.



## USE A TRIPOD

Steady your shot, stable video is easier to watch. If you don't have a tripod, try resting your arms on a table or lean against a wall. Move the camera slowly and steadily if you are capturing the action/environment.



## FOCUS/EXPOSURE

In the camera app, tap and hold the screen to lock in your focus and exposure. On an iPhone when you tap and hold, a yellow box will appear for focus and a slider with a sun icon to adjust the exposure.

## CAPTURING THE STORY

**Plan Your Shots** Think about what you want to capture before hand, e.g. group shot of the team, people enjoying the initiative, close ups showcasing event.

**Establishing Shots** Show some wide shots of the activity to help people see all the action.

**Look for Interesting Close-ups** Take some footage of pictures to feature the details of what is going on, set a mood and make viewing interesting.

**Multiple Perspectives** Capture footage from different angles and perspectives, i.e. from 'audience' and also 'presenter' if in school assembly.

**Personal Touch** Capture comments from people involved e.g. a volunteer, a teacher, a parent, community recipient.

**More is Better** You can always edit and cut footage, but can't retake... so if in doubt take more then you need. Enlist the help of multiple people to get footage.





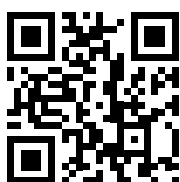
# SHARING YOUR MEDIA WITH ADRA



WHEN YOU ARE READY TO SEND YOUR MEDIA FOLLOW THESE SIMPLE STEPS, OR GIVE US A CALL AND WE CAN TALK YOU THROUGH THE PROCESS.



IF YOU NEED ASSISTANCE AT ANY STAGE, CALL 0800 488 911 AND WE CAN HELP.



An easy way to send photos and video is through **WeTransfer**. You do not have to set up an account, and it will ensure the quality of your footage is intact. Sending through other sharing apps will compress the files resulting in reduced quality.



**HEAD TO THE WEBSITE: WETRANSFER.COM  
CLICK ON SEND A FILE ICON**



**SELECT OR DRAG AND DROP FILES**



**SELECT 'SEND AN EMAIL' AS METHOD OF FILE TRANSFER**



**ADD RECIPIENTS EMAIL ADDRESS  
SARAHRYAN@ADRA.ORG.NZ**



**ENTER A VERIFICATION CODE**



**YOU ARE DONE! ADRA WILL GET  
A NOTIFICATION TO DOWNLOAD FILES!**



**ADRA WILL SEEK PERMISSION TO SHARE MEDIA  
BEFORE USING IN ANY PUBLIC COMMUNICATIONS**

