

## GUIDE FOR MAKING CLIPS FOR THE WEBSITE

Make them short – no more than two to five minutes. Two minutes is best.

Make them visual - it's a visual medium – besides people talking try to include visual images that tell the story.

If you are doing an interview or telling your story – overlay images over the sound of what is being said for as much of the clip as possible.

Sound quality is vital. Make sure the microphone or the phone is VERY close to the subject. If possible monitor the sound with headphones. If you are recording someone speaking do it in a very quiet place with no background sound. Particularly never have any music, TV or radio sound in the background.

Never include any music - unless it is written and performed by yourself.

Don't have artwork, posters, signs, paintings, advertising billboards in shots.

Try and tell a story in the clip. Don't present theories or information – try to relate an example of what you are saying.

If filming people or interviews – do them in close up. The internet is a close up medium and wide shots don't have as much impact. We want to see people's eyes.

If you are interviewing someone – stand besides the camera close to it and have the subject look at you when answering the questions

Try to get them to include the question as part of the answer. There is no need to include the questions in the clip.

Try to make the person feel relaxed and look at them in the eye and listen to what they are saying very intently, acknowledging what they are saying.

Keep in mind that the audience for the clips is universal – they are not necessarily Christian or European and from a wide variety of cultures. Keep it simple and universal. Do not use terms that are from the Focolare – for example Jesus Forsaken, Gen, New Humanity, Economy of Communion etc. You need to explain these concepts in a universal language.

If you are editing, the pace should be quite quick – shots can be 1 – 2 seconds each (other than interviews)

Try not to use zooms.

Be imaginative in the way you present the clip.

Use any camera you can get – phones are fine. But pay particular attention to sound quality.