



# Science communication in the Digital Era: Social Media

## Shooting videos: the basics

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**IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System**  
(D.D. n. 130/2022 - CUP B53C22002150006) Funded by EU - Next Generation EU PNRR-  
Mission 4 "Education and Research" - Component 2: "From research to business" - Investment  
3.1: "Fund for the realisation of an integrated system of research and innovation infrastructures"



# We'll be talking about...

- Basic preparations
- Dos and don't's: background, light, microphone, framing, etc.
- Some extra tips

# Basic preparations

Filming should/could always be planned **in advance!**

Plan in advance:

- The **topic** of the video
- **Where** you are going to record it
- Which **instrumentation** you need
- **Who** is going to be involved (e.g. do you need someone to help you while recording? Or in the editing phase?)
- Where your video will be **published**
- Know your **audience**
- ...

→ **You don't need to improvise!\***

## Dos and don'ts - The tone

Think about the tone of your video:

Is it formal? Informal?

What is the the tone of other videos?

Is the speaker at ease?



- ✓ Set a relaxed and friendly environment
- ✓ Take your time
- ✓ Retake!

## Dos and don'ts - The tone

Think about the tone of your video:

Is it formal? Informal?

What is the the tone of other videos?

Is the speaker at ease?

- ✗ Don't force the speaker
- ✗ Don't rush
- ✗ Don't retake too many times



# Dos and don'ts - Background

When it comes to the background of your video:

Can you choose it/prepare it in advance?

Is it impressive/distinctive?

Does it distract the viewer from the speaker?

✓ Choose something relevant

✓ Explore



# Dos and don'ts - Background

When it comes to the background of your video:

Can you choose it/prepare it in advance?

Is it impressive/distinctive?

Does it distract the viewer from the speaker?



❌ Don't place the speaker close to the background

❌ Avoid distracting environments

# Dos and don'ts - Lights

Lights may seem less relevant, but they're not!

Can you choose it/prepare it in advance?

Is it natural?

Is it artificial?



- ✓ Adjust the white balance before you start filming (it might be automatic)
- ✓ A lot of lighting issues can be fixed later (if necessary)

# Dos and don'ts - Lights

Lights may seem less relevant, but they're not!

Can you choose it/prepare it in advance?

Is it natural?

Is it artificial?



**✗** Don't have any bright sources of light behind the interviewee

**✗** Don't film in the dark or where the interviewee is covered by a solid shadow

# Dos and don'ts - Framing

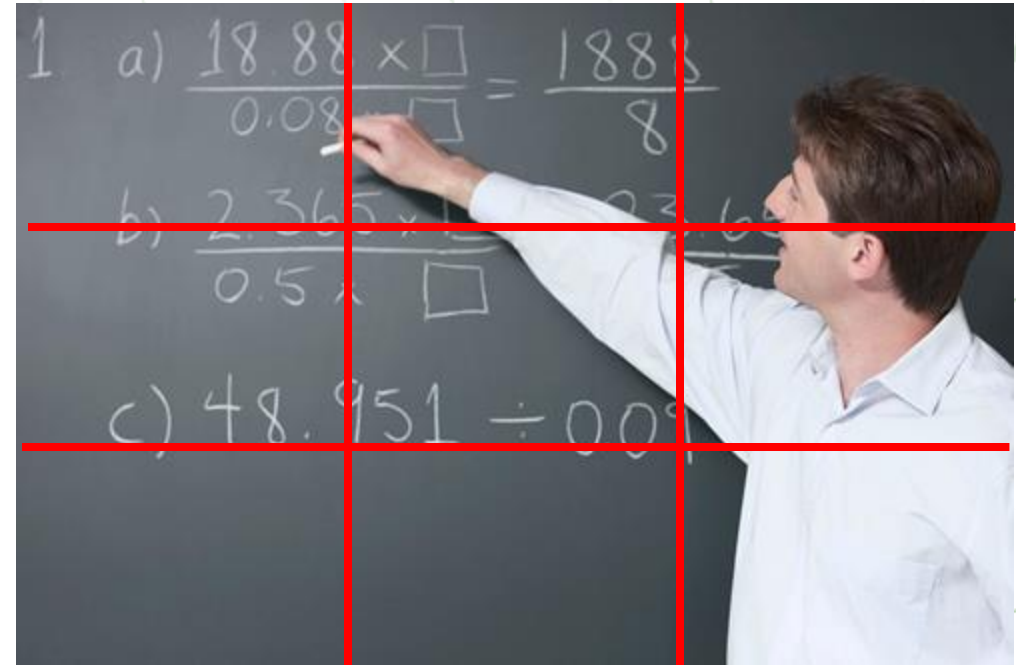
Think about the framing of your video:

Is it vertical or horizontal?

Do you have a tripod?

Is the speaker in focus?

- ✓ Place the camera roughly at eye level
- ✓ If available, use a tripod
- ✓ Adjust the depth of field: the speaker has to be in focus!
- ✓ Use the rule of thirds



# Dos and don'ts - Framing

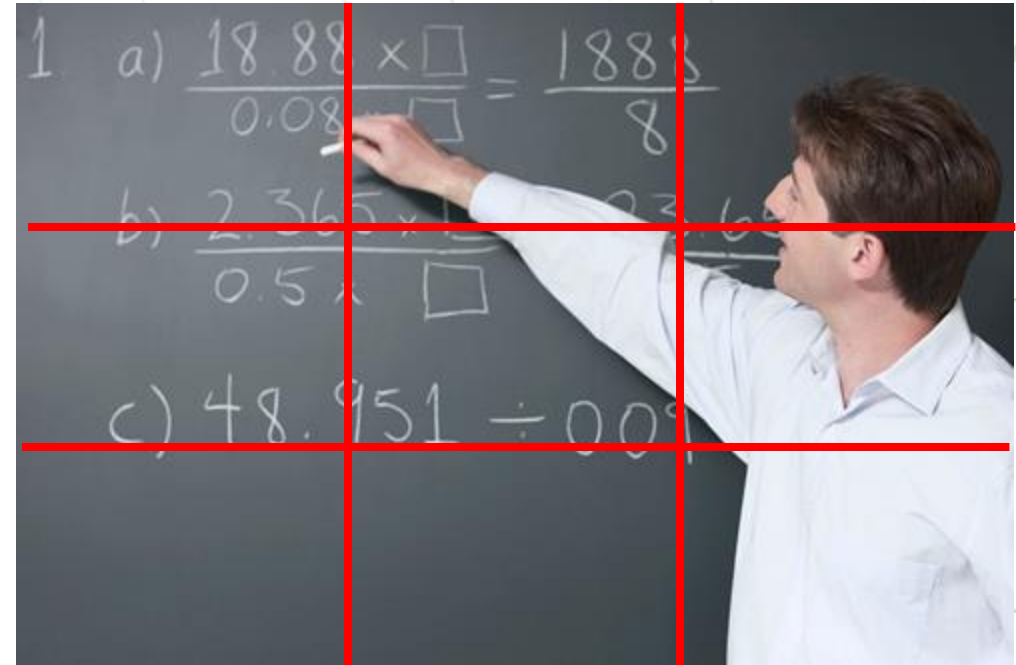
Think about the framing of your video:

Is it vertical or horizontal?

Do you have a tripod?

Is the speaker in focus?

- ✗ Don't position the speaker at the center
- ✗ Don't give too much/too little "air" above



# Dos and don'ts - Microphone

Audio is very important!  
(Sometimes, even more than the visuals...)

Do you have an external microphone?

Does your camera/smartphone have a good microphone?



- ✓ Opt for a wired/wireless microphone
- ✓ Put it close to the speaker (e.g. clipped to their shirt)
- ✓ Check the audio before recording - use a pair of headphones
- ✓ Pay attention to the background noise

# Dos and don'ts - Microphone

Audio is very important!  
(Sometimes, even more than the visuals...)

Do you have an external microphone?

Does your camera/smartphone have a good microphone?



- ✘ Don't rely only on the built-in microphone (with some exceptions)
- ✘ Don't underestimate the importance of a good audio!

# Dos and don'ts - Recording

Now it's time to start recording!

Is your setup ready?

Is the speaker ready?

Are you ready?



- ✓ Let the speaker/interviewee know before you start recording
- ✓ Silence your phones
- ✓ Engage by providing visual feedback: smile and nod your head
- ✓ Pay attention to what is happening around you

# Dos and don'ts - Recording

Now it's time to start recording!

Is your setup ready?

Is the speaker ready?

Are you ready?



**✗** Don't constantly look at the recording device (if you are behind the camera)

**✗** Don't constantly look at text/list of questions/etc.

**✗** Don't get distracted by what's happening around you

**✗** Don't interrupt the speaker

# Dos and don'ts - Editing

You video is almost ready...

Are the visuals ok?

Is the audio ok?

Is the video in the right format?




- ✓ Rotate, zoom in, zoom out, subtitles, titles, etc.
- ✓ Adjust brightness
- ✓ Adjust volumes
- ✓ Choose the right format to export (e.g. mp4, mov, etc.)

## Some extra tips



 No visible brands

 T-shirt with the logo of your institution

 No stripes, squares, etc.

 “Simple” colours

 Accessories

## Some extra tips



- B-rolls
- Cheap editing softwares are more than enough
- Be creative in finding solutions
- “Practice makes perfect”



# THANKS!

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