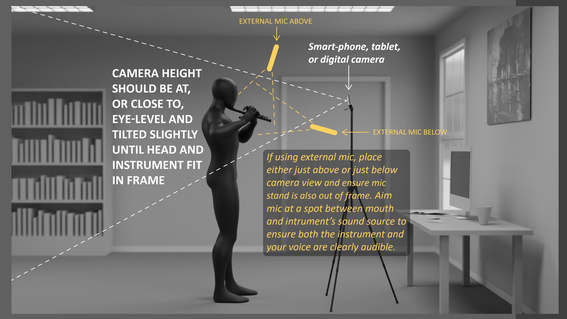
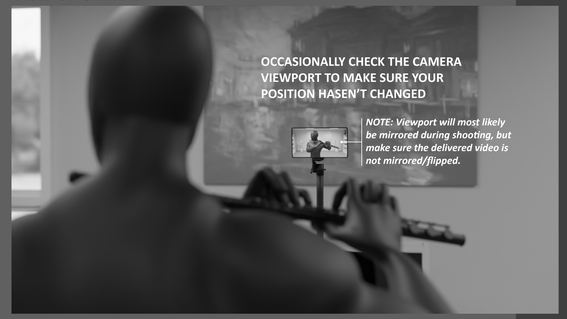
APPLIED MUSIC VIDEO CHECKLIST

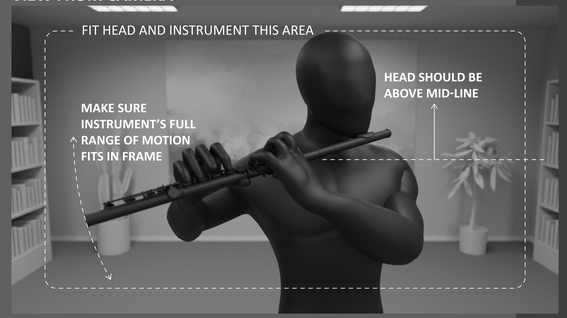
EXAMPLE OF PROPER CAMERA PLACEMENT IF STANDING



VIEW OF CAMERA



VIEW FROM CAMERA



1. LOCATION AND LOCATION PREP

- **LIGHTING**: Please choose a location that has plenty of either natural or artificial light. Either is fine, but keep in mind that if you are spreading out the filming throughout the day or returning to film another session later, artificial light will be the better option as using natural sunlight isn't always reliable.
- **CLAP TEST**: Clap your hands when in the room. If there is loud reverb/echo, please do your best to place soft items like couch cushions and/or thick blankets on or in front of bare walls to absorb/dampen some of the echo.
- **DE-CLUTTER**: Ensure there is nothing within the camera's view that could be considered provocative or controversial or that you otherwise wouldn't want to advertise. The more professional and neutral the setting, the better. Therefore, reduce clutter as much as possible. Preferred locations are studios, offices, or classrooms.

2. CAMERA TYPE AND PLACEMENT

- **TYPE**: Smartphone or tablet cameras are acceptable as long as they are no more than three generations old. Otherwise, a high-quality video camera should be used.
- **ORIENTATION**: DO NOT SHOOT IN PORTRAIT MODE (VERTICALLY). If you are concerned about fitting a large instrument in the frame, keep it in landscape mode and simply move it farther back until the entire instrument and your head are both in frame. ***NOTE: If we receive a video shot in portrait/vertical orientation, we will not use it, so please only use landscape mode.***
- **FRAMING**: Place the camera close enough that your head and instrument fill the frame. More specifically, your head should be relatively close to the top of the frame and your instrument should just clear the bottom of the frame.
- **POSITION**: Ensure that the camera is no lower than eye level. In most cases, slightly elevated above eye-level is best. Elevating the camera higher and angling it down a bit in order to fit larger instruments in frame is sometimes necessary. If that is the case, please only elevate high enough to fit the instrument and your head in the shot but do your best to avoid raising it so high that it starts to look like drone footage.
- **DIGITAL CAMERA SPECS**: If using a digital camera rather than a smart device, set the picture size to 1920 x 1080 and the frame rate to 30 FPS. 4K or higher resolution footage will be scaled down to standard HD (1920 x 1080). Similarly, anything faster/higher than 30 frames per second will be converted to 30.

3. MIC PLACEMENT

- **SMARTPHONE OR TABLET**: If using a smartphone or tablet, make sure its microphone is not blocked or covered. Also ensure it is not close to a noise source like a computer fan or air vent.
- **SEPARATE/EXTERNAL MIC**: If using a separate mic with a video camera, place the camera as close to you as you can without moving it into the shot. If your separate mic has a polar pattern switch, please ensure it is set to cardioid or unidirectional.

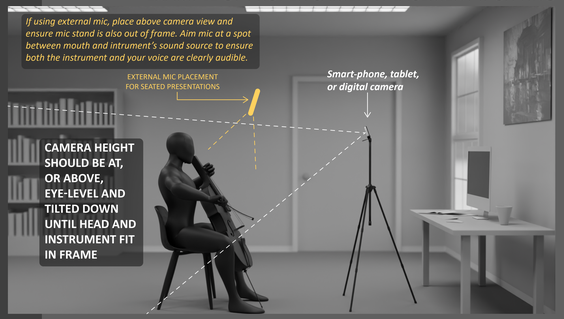
4. PERFORMANCE

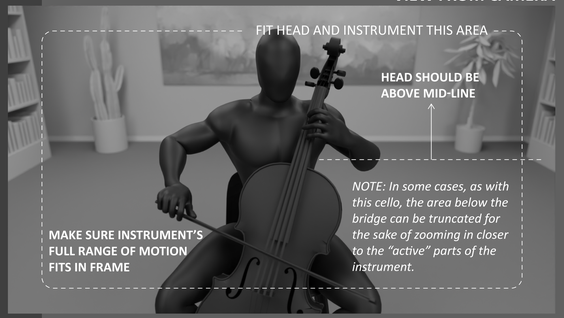
- Present as if in front of a class rather than as a digital content creator.
- Be yourself! But try to avoid any extraneous dialogue.
- Keep the lessons concise and to the point, even when citing past works.
- DO NOT STOP RECORDING IF YOU MAKE A MISTAKE, but simply wait a few seconds and start that segment or phrase over. It is important to keep all takes of a lesson contained within one file, rather than split up into many.
- It is best to keep each lesson 1-3 minutes.

5. FILE FORMAT, NAMING, AND SENDING

- MP4, MOV, or AVI are acceptable.
- Use the following naming convention for files (note "AM" stands for Applied Music):
  - AM_Instrument_LessonName_TeacherName.MP4
- You can send a video link from YouTube or Vimeo or the like.

EXAMPLE OF PROPER CAMERA PLACEMENT IF SITTING



VIEW OF CAMERA

VIEW FROM CAMERA