VIDEO
STYLE GUIDE

2020

HELLO

Welcome to the team! We're so glad working for Media Services can be a part of your student experience at Lee. We know starting out can feel overwhelming, so we've provided a style guide to help you better understand our brand. This guide is going to walk you through every facet of what we do, from shot selection to file management. While our guide will address most of your initial questions, we know content creation can be a complex learning experience. Should you ever find yourself unsure of what to do, don't hesitate to ask!

REAL-TIME WORKFLOW

The first thing to know about working on a real-time team is everything moves FAST. Our goal is to put out content 30 minutes after it happens.

Videographer

WHAT TO LOOK FOR

Find The Emotion
Look for smiling faces, people hugging each other, etc. Anything that captures the positive energy of the event.

Know Who The Important People Are
Keep an eye out for any special guests / artists interacting with students and/or attendees- these are the best moments to capture.

Pay Attention To Diversity
Consider ethnicity, gender, and age whenever you are shooting.

Catch Focus

Take an extra second to really pay attention to the moment and catch focus. That extra second will make a major difference!

Talk To People

Don't be afraid to talk to people or to orchestrate a moment if you're struggling to find one!

Pay Attention To Attendees

When capturing worship / stage content, don't forget about the attendees! Crank up that ISO and capture the attendees engaging with the stage content.

Look for ways to bring movement into your shots

TIME SAVERS

Your editor is going to be sifting through hours of footage throughout the day. These are a few things you can do to make their job easier:

- If you know the video you just took is unusable, delete it.
- Remember to format your card after your editor dumps it. You can get your files from the editor at the end of the night if you want them.
- Always have an extra SD card on you, that way you can hand off a card and keep

THINGS TO AVOID

Shots of the backs of people

Shots of people not smiling or engaging with the environment

Logos

RECOMMENDED

- We shoot all B-roll at 1080p & 60fps. This allows us to slow our footage down and make it feel more epic.
- Keep in mind that your shutter speed should always be double your frame rate. For example, if you are shooting at 60fps your shutter speed needs to be at 125/second.
- If you are shooting a talking head or anything else that we wouldn't want to slow down, shoot in 4K & 23.976 fps.
- If you want to shoot at a higher resolution, speak to your editor beforehand. This is to ensure that your resolution works with their workflow.
- Know how your camera handles ISO, but don't be afraid to use a high ISO if it is needed.

Editor

The Editor's job is to deliver awesome content to the Channel Manager(s) as quickly as possible. This may require you to make quick decisions about what content will elevate our audience's social experience best.

FINDING THE SHOT

Your job is to find the most compelling moments and piece them together in a way that both compliments and amplifies the story of the event.

WHAT TO LOOK FOR

- Smiles, smiles, smiles. Always be on the lookout for shots of people smiling and having positive interactions with each other.
- Special moments from the event, i.e. someone being crowned at POF, a student receiving a scholarship check, a team winning Dorm Wars, etc.

ORGANIZATION / FILE

Download the files at this link for a complete file structure. These explain how our file structure works and the process for ingesting and exporting from Adobe Premiere.

DOWNLOAD

FINAL DESTINATION

- All exports need to be uploaded to SmugMug as soon as they are exported. Your Video Lead will provide you with a link to their intended location.
- At the end of the event your whole project need to be uploaded to Google Drive. The video lead will provide you with these links as well.

WHAT TO AVOID

- If a shot blurry or the focus is off, skip it. Every so often, a moment is big enough to overlook slightly off focus, but for the most part, do not use a shot if it is unfocused.

- If everyone's backs are to the camera, pass over it.

- Avoid logos — especially if they are for brands that compete with the principles of Lee University. In layman's terms: pay attention to what people's shirts say.

EDITING   **At Media Services, we aim for a clean edit on all of our content. Though we match the tone of the event, our content is rarely over-stylized or trendy. Our focus is on matching the emotion of the event, clean skin tones, and true (never overwhelming) colors.**

We try to match our video style with our photo style as much as possible. Communicate with the photographers on how you can best match your content with theirs.

The examples displayed above are from various clients and environments.
Notice how the skin tones are always clean and the images are as bright as they can be.

MUSIC

When selecting music, make sure the tone of your selection matches the style of the event. Some events require music that is more upbeat and pop-y, while others require music that is more somber and cinematic. Before making a selection, reference past coverage of the event. If you still need help selecting music, seek guidance from the Executive Producer.

We typically use SoundStripe for all of our music. For access to a SoundStripe music account, contact Megan at **meganallen@leeuniversity.edu.**

Videographer/ Editor Hybrid

Let's Face It —

Sometimes you have to play several roles at once. When this opportunity arises, you need to be strategic in how you schedule your workflow.

Prioritize

When you're performing multiple roles, you have to be diligent about prioritizing your tasks. We recommend consistently checking in with your Producer(s) to know which tasks are high priority and which are not. Doing so will help you capture important moments while maintaining a steady editing speed.

Communicate

Events can be stressful, but the more you communicate, the easier everything will be. Tell your Channel Manager(s) what you've already captured and what you're still missing. Give them time frames on how long it will take you to complete the requested video. Doing so will keep everyone on the same page and help you prioritize the right things.

And that's how we do it! Now let's go make some good content!