



# PHOTOS & VIDEOS

Guidelines and Best Practices for Photography and Videography

# HELP US TELL THE STORY

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Pictures are worth a thousand words.

Photographs can transcend language barriers.

These will be the first element of your story a viewer will see, and possibly the most memorable.



# Be Prepared

How to prepare to photograph and video

- Please take your job as Photographer and Videographer seriously
  - *Everyone loves a good story*
  - *Your efforts to tell the story will inspire others*
  - *Documentation will live on*
- Have a contact person who is very familiar with the event
- Know in advance what equipment you will need
- Arrive early to the event
- Identify ideal locations to shoot from
- Understand the flow of the event
- Get agenda for event
- Setup your equipment well in advance
- For large events ask for assistance
- Have a backup person to cover you when you need a break



# PHOTOGRAPHY GENERAL GUIDELINES

Common Guidelines for Good Photography

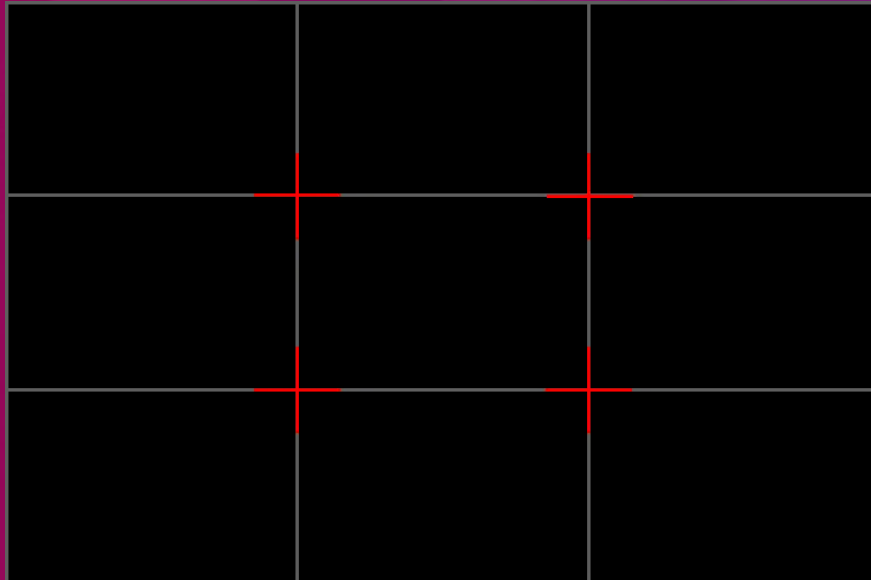


# Composition

How to arrange the visual elements within the frame

Rule of thirds  
Balance/Symmetry  
Find the best angle  
Depth of Field  
Add Human Interest

# Rule of Thirds



SHOP  
TAX  
FREE



# Balance/Symmetry

Good

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Could Be Better

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SHOP  
TAX  
FREE

# Find the Best Angle

- Best angle is not always the standing position
- Don't be afraid get down on the ground or climb to the next level, but be safe
- Move up and down, left and right
- Arrange things if you need
- Remove objects like empty cups or other objects





# Depth of Field

- Turns a 2D photo to look more 3D
- Some pictures require everything to be in focus
- Other images look better with background blurred



# Add Human Interest

Photo with people in it tells a story



Sri Sathya Sai Organisation UK





# PHOTOGRAPHY GUIDELINES & TIPS

Telling the story more effectively with photographs



# Guidelines for Images

The best images  
tell the story on  
their own





Based only on these photos, can you guess what the stories are?



### Dreuchd Bùth-obrach ann an Toronto, Canada

Air an 24mh den Ghearran 2018, an t-Ionad Sathya Sai Toronto-York a chur air dòigh bùth-obrach dreuchdail a bhrosnachadh agus a 'stùireadh còrr is 100 SSE clann a thuilleadh air inbhich òga an sàs ann Leugh tuilleadh

An t-luchar 18, 2018  
ann an Fhoghlaim , inbhich òga , Sòn 1



### Dhion Planet Pròiseact ann an Ceinia

Air sgàth sileadh gu leòr còmhla ri dì-choillteachadh ann am prìomh sgìrean-sgoile, a 'rìochdachadh na dùthcha prìomh thobar uisge, Kenya air fulang bho tart gach bliadhna ann o chionn ghoirid. Rè an t-Samhain 2017, SSIO



### Sathya Sai Foghlam ann an Daonna Luachan (SSEHV) ann am Peru

Còrr is 50 luchd-teagaisg bho dhìofar sgoiltean a 'gabhail pàirt ann an cùrsa 45-latha an tìotal, "Sàr-mhathais ann an Iartas Daonna Luachan," cur air dòigh le Sai Sathya Institute of Peru. Tha an cùrsa, a thoirt thairis air 48 uairean a thìde, air a chòmhdach Leugh tuilleadh

An t-luchar 14, 2018  
ann an Fhoghlaim , Daonna Luachan , Zone 2B



### Campa Shaor-dhionadairean ann an Kazakhstan

SSIO saor-thoileach ann am bailtean mòra air feadh Kazakhstan a 'gabhail pàirt ann an



### Seirbheis rè an t-Samhraidh ann an Thailand

Air 23mh Giblean 2018, tha an SSIO de Thailand air dòigh seirbheis a 'phròiseact a' comharrachadh Sathya Sai Aradhana Mahotsavam. Airson a 'toirt aoibhneas agus faochadh bho na Leugh tuilleadh

An t-luchar 12, 2018 ann an Seirbheis , Sòn 4



### Slàinte Fair aig Bun-sgoil ann an Trinidad

Air 10mh Màrt 2018, tha còrr is 40 luchd saor-thoileach bho na SSIO de Trinidad agus Tobago dòigh slàinte agus wellness cothromach aig a 'Dow Baile Riaghaltas na Bun-sgoil. Tha



When you do not know the language, the pictures must tell the whole story.



### Career Workshop in Toronto, Canada

On 24th February 2018, the Sathya Sai Centre of Toronto-York organised a career workshop to inspire and guide over 100 SSE children as well as young adults enrolled in [Read more](#)

July 18, 2018

in Education, Young Adults, Zone 1



### Sathya Sai Education in Human Values (SSEHV) in Peru

More than 50 teachers from various schools participated in a 45-day course titled, "Excellence in Application of Human Values," organised by the Sathya Sai Institute of Peru. The course, given over 48 hours, covered [Read more](#)

July 14, 2018

in Education, Human Values, Zone 2B



### Service during Summer in Thailand

On 23rd April 2018, the SSIO of Thailand organised a service project to commemorate Sathya Sai Aradhana Mahotsavam. To provide joy and relief from the [Read more](#)

July 12, 2018 in Service, Zone 4



### Protect the Planet Project in Kenya

Due to insufficient rainfall coupled with deforestation in the main catchment areas, representing the country's principal source of water, Kenya has suffered from drought every year in recent times. During November 2017,



### Volunteer Camp in Kazakhstan

SSIO volunteers in cities across Kazakhstan participated in a country-wide volunteer camp, the second week of March 2018. Volunteers in



### Health Fair at Primary School in Trinidad

On 10th March 2018, more than 40 volunteers from the SSIO of Trinidad and Tobago organised a health and wellness fair at the Dow Village Government Primary School. The fair served about 80 people from all over the country,



Good pictures  
show **action**

Clear, not confusing  
or unusual poses  
and hand gestures





# Avoid

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Posed Photos

Group Shots

Empty Seats

Mostly People's  
Backs

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# Avoid

Text/Watermarks  
on photos

Filters/Effects

Collages



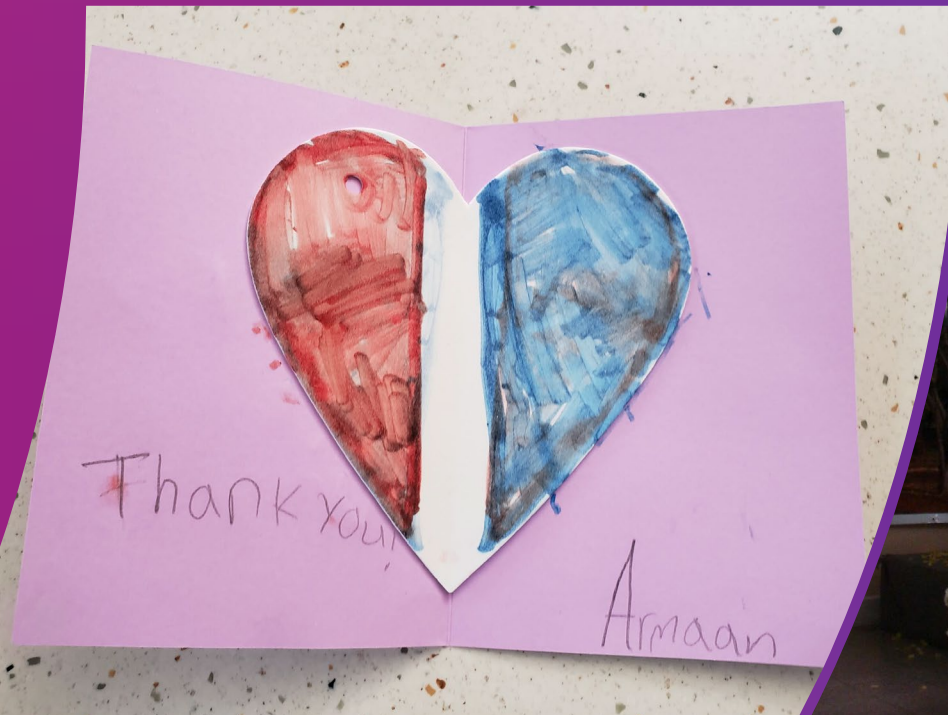


# Avoid

Objects without people

Altars without people

Posters/Signs





# Avoid

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Underexposed

Overexposed

Shaky/Blurry

Low Resolution

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# TIP: SPEAKERS

Please identify the notable people in a photo.

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They may not be well-known in other countries.

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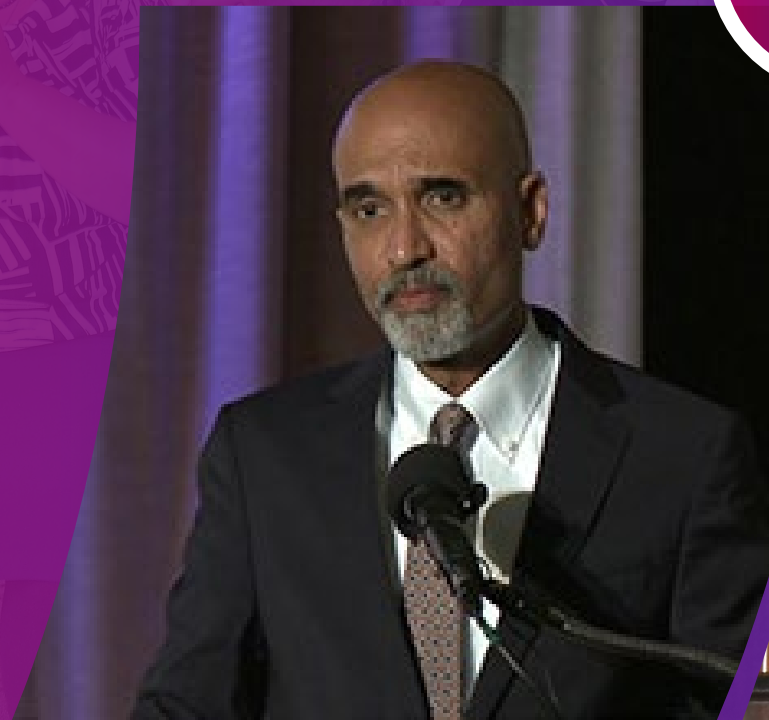




# TIP: SPEAKERS

Take photos of speakers when they are gesturing with their hands.

Those photos are usually more interesting than when they are simply standing at the podium.





# TIP: AUDIENCE

Show what the audience is looking at so that their action is complete

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VS





# TIP: Focus

An image with too many elements can be confusing. A simpler photo can be more effective.

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# TIP: WHEN PHOTOS ARE RESTRICTED

Take photos of volunteers preparing.



Shoot from behind (with permission).

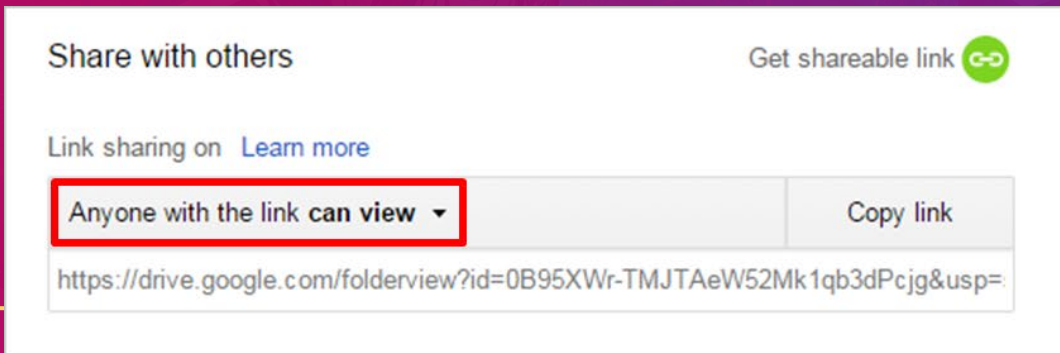





# Technical Specifications


## Help us tell the story

- Files names should describe the image, for example:
  - *“Serving Food To Children, Macedonia, June 2020.jpg”*
- Please send **original** files at the highest available resolution (not from WhatsApp)
- Do NOT retouch photos, unless done by an expert/professional
- Send a link to an online folder (Dropbox, Google Drive, OneDrive, etc.) containing files
  - *Ensure appropriate “sharing” or “access” has been given*

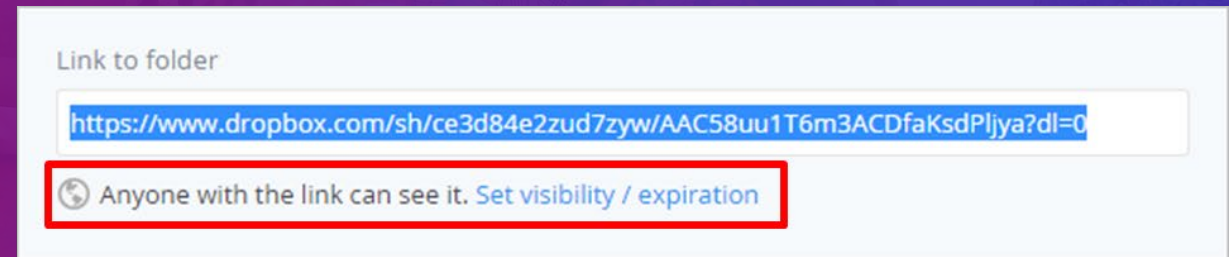


Share with others Get shareable link 

Link sharing on [Learn more](#)


**Anyone with the link can view**  Copy link

<https://drive.google.com/folderview?id=0B95XWr-TMJTAeW52Mk1qb3dPcJg&usp=>



Link to folder

<https://www.dropbox.com/sh/ce3d84e2zud7zyw/AAC58uu1T6m3ACDfaKsdPljya?dl=0>

 **Anyone with the link can see it.** [Set visibility / expiration](#)





# VIDEOGRAPHY

—  
Storytelling with multimedia



# VIDEOS

Not simply moving pictures

A sequence of images set to music is a **slideshow**.

The video file is much larger than sending the photographs.

Some production time is involved.

The same phone could have shot video clips.



# VIDEOS

Telling a story with moving pictures

Two kinds of videos:

**Basic footage** of an event. Equivalent of photographs or television news.

**Story-telling**, scripted, narrated, may include music and graphics



# VIDEOS

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## Submissions

- Please be prepared to submit the raw video files
  - *The video will be published on an SSSIO account*
  - *SSSIO may also want to use some of it in other videos*
- Ensure that **Copyrights** and **Permissions** measures have been followed (credit videographers, music, signed releases).



# VIDEO SPECIFICATIONS

## Smartphone Videos

Please shoot horizontally so that it can be played on a TV or projector.

## Design for Mobile

Text and elements should be readable on a small mobile screen.

## HD Resolutions

1920x1080, 1280x720, 4K  
Do not send DVD resolution or unusual sizes.

## Send Original Files

Files from WhatsApp are not suitable for screen projection and presentation.

## File Formats

As uncompressed as possible and standard formats: mov, m4v, mp4

## Lighting

Under and Over Exposure are just as important with videos.



# VIDEO SPECIFICATIONS

## Steady not Shaky

Shots should be steady and not jerky in motion. Use a tripod or stabilizer if necessary.

## Narration

Speak a little slower, clearer and louder than you normally would.

## 15 Seconds

Individual raw clips should show 1 activity for 15 seconds.

## Audio

Use microphones when possible or be close to the speakers and action.

## Not a Firehose

Do not move camera from left to right or from item to item.

## Music

Culturally appropriate, not bhajans and Indian music unless relevant.



# WEBINAR SHARING GUIDELINES

## Animations

Avoid complex transitions/animations. They may not play smoothly.

## Legibility

Ensure any added elements are legible and adequately sized.

## Text

Use less text and talk more. Ensure adequate time to read text.

## Permission

Let everyone know if you are going to share a screenshot of the zoom gallery.

## Sound Effects

Generally not advised, they can be confusing to some viewers.

## More Permissions

Ensure content and persons filmed comply with SSSIO Mission and guidelines.



# WEBINAR SHARING GUIDELINES

## Always Muted

Avoid unnecessary distracting sounds and talking by putting everyone on mute.

## Eye-Level

Webcam aimed roughly at speaker's eye level, not under their head/nose.

## No Typing

Typing on a keyboard makes thumping sounds that are distracting and disruptive.

## Share Native Video

Use Zoom's direct video sharing feature instead of playing a video and sharing the screen.

## Minimal Video

Disabling webcams improves viewing for those with poor connections.

[mediateam@sathyasai.org](mailto:mediateam@sathyasai.org)





# VIDEOGRAPHY

—  
Storytelling with multimedia



# VIDEOS

Phone, DSLR, Video Camera

If you are shooting a lot of video, it is better to use a video camera because it is designed to be a video device.

Phones and DSLRs are usually better for taking still photos.



# VIDEOS

Advantages of using a Video Camera

Has powered zoom lens which makes zooming very smooth.

Battery is designed to go longer, camera does not get as hot, and you can also plug the camera in.

Less likely to put a video camera into the wrong mode



# VIDEOS

Advantages of using a Video Camera

Will have a better internal microphone

Can shoot continuously, whereas DSLRs often have a 30-minute max per clip

Built-in connectors and accessory attachment points



# VIDEOS

Advantages of using a Video Camera

Makes you look like a professional videographer and people may naturally prioritize your ability to shoot



# VIDEO TIPS

## Steady not Shaky

Shots should be steady and not jerky in motion. Use a tripod or stabilizer if necessary.

## Narration

Be aware of any regional accents in the narrator's voice

## 15 Seconds

Individual raw clips should show 1 activity for 15 seconds.

## Audio

Microphones: YES

## Zoom Slowly

Zoom in and out very slowly so that scenes change gradually

## Files

Send links to your cloud storage (OneDrive, Dropbox, Google Drive)



# AUDIO

## Challenges Recording Indoors

Big spaces like halls and auditoriums are likely to have bare walls, tile or other hard flooring which reflect sound

Audio in the hall may echo (Sai Kulwant Hall)

Very likely to pick up side conversations



# AUDIO

Challenges Recording  
Outdoors

Outdoor locations can have wind and environmental noise such as airplanes, trains, cars, ambulances.

Limited access to power and cables, sometimes no audio system



# Standard Microphone

All audio problems  
are solved by using  
microphones





# Lapel Microphone



A lapel microphone is worn by the subject

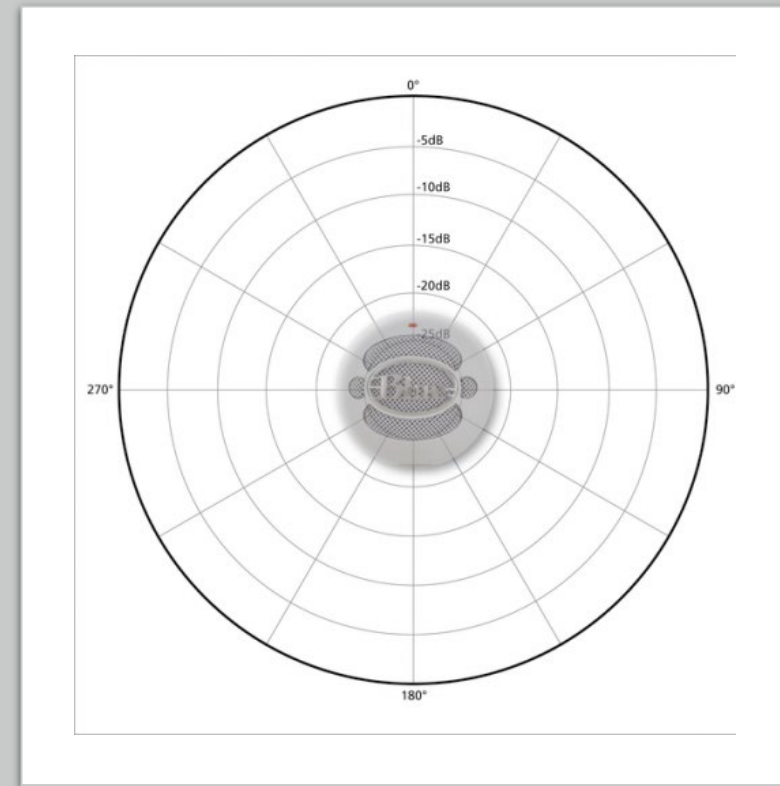
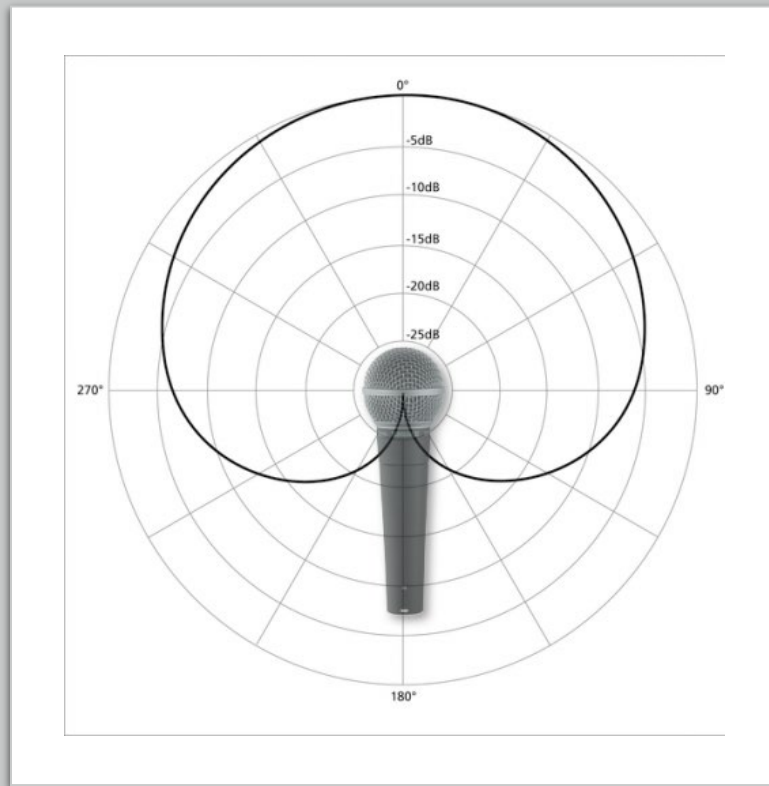
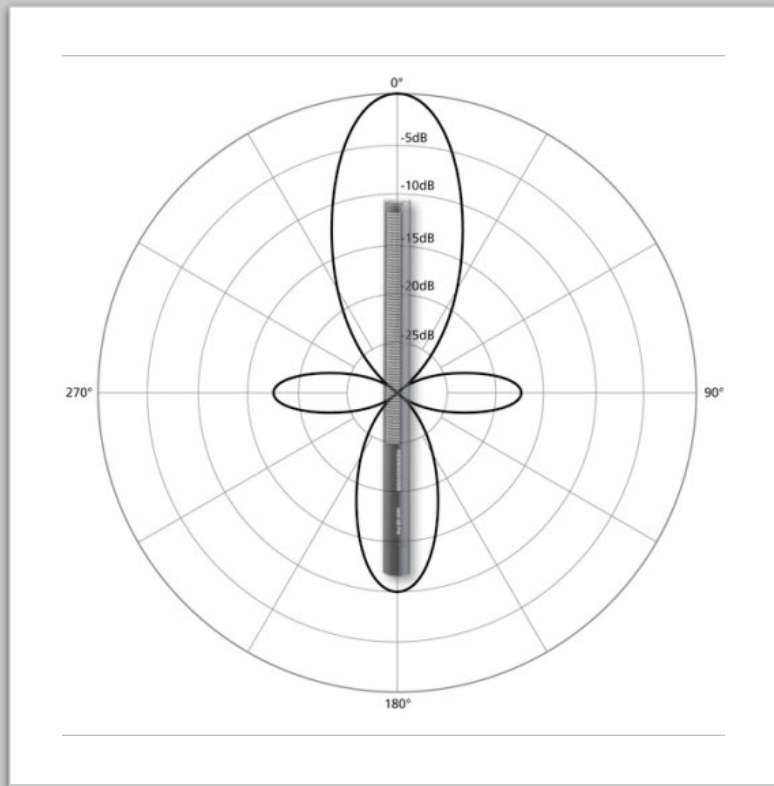


# Shotgun

Shotgun microphones are designed to pick up only the audio that is directly in front







# Microphone Pickup Patterns

Use a microphone that has the pattern you need



# AUDIO TIPS

## Get Closer

Getting closer to the source automatically makes it louder

## Use a Recorder

Record audio on a separate digital recorder that is very close to the speaker

## Avoid Bumping

Make sure the microphone and stand are not being bumped or touched too much

## Mixer/Amp Output

Try to use the sound system by plugging directly into it

## Car Audio Booth

Cars have small interiors and can be perfect audio booths to record voiceover

## Appliances (Fans)

Microphones have a knack for picking up background sounds like a computer fan or refrigerator