Video production guidance

Innovating for Improvement Round 7

June 2018

As part of the Round 7 *Call for applications* for Innovating for Improvement, we are asking teams to produce a short video about their proposed project. The video should last no longer than two minutes and should provide a brief explanation of your project, describing what you are aiming to do. Please talk us through:

- the problem you are seeking to address
- the intervention that you are planning
- your goals
- how you plan to achieve them.

Your video can be made very simply using a smartphone or basic video camera, and it's not necessary to use specialist equipment or editing: we are only interested in your project idea.

Below is some guidance that may help you with creating your video. You may also be able to ask colleagues in your communications team to support you with this.

Designing your video

You need to be clear and focused about the information that you need to communicate.
To make the most of your two minutes, it is useful to consider the following tips:
- Focus on the essential/fundamental things that must be communicated – no more than five points.
- Use simple and clear language – plain English. Don't assume technical knowledge.
- Your introduction should describe what you are aiming to achieve and capture the audience's attention.
- The video should explain what you aim to change and inspire belief in the possible.

Planning your shoot

As well as working out what content you need in your video, you need to think about:

- The people in your video: They need to be articulate and comfortable being on camera. If you are working with patients or service users to design your project, you could consider asking them to participate.
- The environment: The space where you film should be quiet, well lit, big enough and controllable.
- Consent/release: Always get signed consent forms from participants if they are patients or service users.
- Make sure the video is easily audible.
- The video should be simple, clear and easy to watch.

Considering logistics

Smooth footage
- For best viewing, filming needs to be stable, with minimal movement.
- You might find it helpful to use a tripod if you have one available.
- Avoid 'pans' (pivoting the camera left and right) and 'tilts' (raising and lowering the camera).
- Allow the camera to record for at least 10 seconds for each clip.

Lighting
- Ensure your subject is well-lit.
- The light source should be facing your subject, not behind them.

Framing

- Use the 'Rule of Thirds': Think of a video screen being divided up into three columns and three rows. Position the subject at one of the upper intersections.

Audio
- Minimise background noise.

Editing

If you find it difficult to record your video in one go, you might want to consider editing together two or more clips. There are many free tools available to help you do this, including Splice which you can download from the Apple App store. A video showing how to use Splice is available on YouTube: https://www.youtube.com/watch?v=tzUMoYaYHxE&t=82s

Uploading to YouTube

Your video should be uploaded to YouTube on a channel which you, your project team or your organisation owns. We will ask you to include a link to the video on your application form.

If you do not want the video to be available to a broad audience, select 'private' or 'unlisted' in the video privacy settings. Guidance and information on how to upload videos and how to use the privacy settings are available in the YouTube Help Center.