

Tips for Capturing Quality Photos and Video

No vertical images.

Try to hold your camera horizontally when taking pictures and filming video. These images work better on social media and nothing is worse than watching a video with a large vertical black border around it.

Incorporate SCAN branding.

Make sure there is clear, evident and appropriate SCAN branding present in the shot.

Give them a close-up!

Don't be afraid to hold the camera close to your subject. This will make them easier to see and hear.

Keep an eye on the background.

Try to film and shoot photos in a spot without any disruptions behind your subject, like a TV screen or offensive or distracting posters.

Try to be as stable as possible.

It helps to prop your camera against something like a wall, a shelf or a desk. Even if you think you have steady hands, the smallest movements are noticeable.

Be quiet.

When you're filming on an iPhone or similar device, background noise is easily picked up. Although you may often be filming at political events, do your best to find a quiet spot if you are filming a statement from a volunteer. During the interview, try not to say anything behind the camera (such as "mmhm" or other conversational phrases). Since you are holding the camera, your voice will make it harder to hear your subject. It helps to simply tell them that you will remain silent, but will nod along to let them know they are doing well.

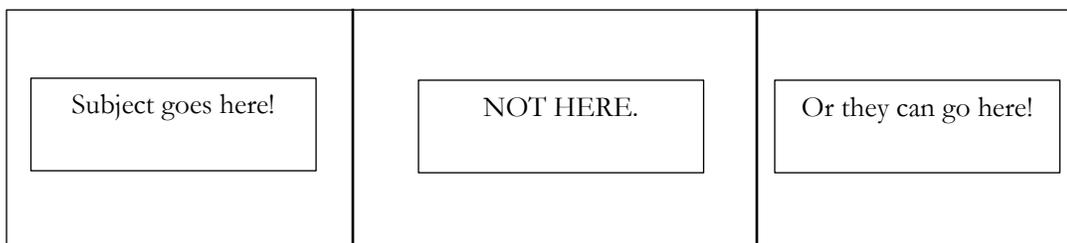
Avoid direct sunlight or fluorescent lighting.

When you shoot inside, try to find a place without fluorescent lighting and make sure your subject's face isn't covered with shadows. When you are outside, try to avoid the sun shining in your subject's eyes or directly into the camera.

Use the "rule of thirds."

Try to position your subject on the right or left side of the screen, rather than in the center. This is more visually-appealing for the viewer.

Example below:



Do your best!

We know you are often shooting in chaotic and loud environments with less than professional equipment, so all of these rules may be hard to follow every time, but it's good to keep them in the back of your mind. Thank you for all of your hard work!