

How to make a video for Aged Care Employee Day

Base vision is a medium close-up (MCU) interview

- Frames subject's head, showing facial expressions
- Reveals only a little of the surroundings
- Commonly used for interviews
- On a phone or tablet shoot **horizontal not vertical**
- Ideal video length is 50 to 1.20 seconds, no longer



How to capture clear audio

Use a microphone or shoot with a phone, tablet or camera. Get the talent to speak strongly and minimise background noise (e.g. if filming outside, find a sheltered location to reduce wind noise and use a spotter to listen out for traffic noise, etc.) If there is a major background noise during filming, please re-record – remember that our ears filter out the noise but the camera/microphone doesn't.

Overlay editing is optional if you have editing software

Shoot wide shots, close ups and pans of your talent, making each shot at least 6 seconds. If you have access to [editing apps or software](#) use these to combine your footage (you may also incorporate still photographs). Lastly, add the official Aged Care Employee Day ['top'](#) and ['tail'](#) clips to the start and end of your video.

How to make your video compelling

- Choose a location relevant to the person's story (eg: chef in kitchen; carer with clients; gardener beside veggie patch) and give them props if it makes them feel more comfortable (e.g. gardener with secateurs, chef with cooking utensils).
 - Prepare the location (e.g. tidy the room, notice anything in shot that you wouldn't want to be seen). Ideally, have a spotter who isn't the camera person doing this.
 - Try to be as unscripted as possible. Give them time to think about what they want to say but speaking to camera off the cuff is best.
 - Support the talent to be natural but animated. If you need to, ask them an openended question to kick off the piece to camera. For example: Tell us why you love what you do and what inspires you every day?
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