

# Communications Guidance for Churches

## How to improve your videos

There are several ways for your videos to improve:

### Lighting

**Filming Indoors** - It is important to note what your light sources are. Natural Light is often white and casts brightly within a room whilst artificial light such as lamps and ceiling lights produce a warmer, but dimmer glow.

The direction of your light sources also impacts the look of your video. Try to position your lighting in reference to your camera and subject so that the light hitting the subject is evenly balanced.

At this point in time, try to avoid having any light sources behind your subject. Filming the subject in front light sources such as a window may cause the scene to be overexposed or will make the subject appear dark or silhouetted.

If you wanted to invest a little in optimising your lighting, an LED Ring light is a great way to light up profile shots. For example, if you were to join an Online Video Call that will be part of a webinar series, recording a thought of the day on your phone to your church Facebook group, or delivering an online prayer or sermon to go on your website, the ring light will help light up your facial features.

If you have any queries on what lighting you may want to purchase for your church, the Diocese of Hereford Communications Team will be happy to help with and can direct you to the resources necessary to make your decision.



### Framing

Another thing to consider when filming is what is being shown in the frame.

- How close is your subject to the camera?
- How much do they fill the frame?
- Is there anything in the background you wish to show?

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Here are a few shot types to consider when filming.

**Long Shot** – A Full-body shot. Makes the background more visible and helps focus on body language. It is just as important to frame what's in the background, as much as what's in the foreground.

**Medium Shot** – From the waist up. Generally used in interviews. This shot is great for interviewing people as it highlights both someone's body language and facial expression, as well as captures their hand gestures if they make any.

**Close-up** – From the shoulders up. Close-ups are great when trying to emphasise the words being said and focuses on facial expressions and eye contact. These are used often to highlight what the dialogue they're saying is making them feel.

There are also other techniques you can use to improve your film composition. Please see our guidance on Photography composition for further information.

## Sound

It isn't just imagery that's important when it comes to making videos. Sound is just as, if not, more important than the footage you captured. People will put up with bad footage and good sound rather than great footage with bad sound.

One way to invest in better sound is by using a microphone. There are many microphones to choose from, each having its role to play.

If most of the videos you are making involve filming one person, we recommend buying a lavalier, or lapel, microphone. This is an easy, hands-free method of capturing great sound, which many churches will probably own if they have a PR system installed in their church.



Medium Shot



Close-up