



Video-Selfie Tip Sheet

Thank you for being willing to film a video in support of our work! This guide will help you make the best video possible using just your phone!

Goal:

We want to hear from you, in your own words, about why Oregon Tradeswomen's work matters. Everyone participating will start their video completing this thought:

“Because of Oregon Tradeswomen: _____...”

We want to hear your experience and perspective and share your video with our extended community during our virtual Fundraising event, Build With Us! Virtual Blue Collar Gala and Awards Ceremony, on October 10, 2020, strengthening the understanding of the importance of the work we do together in this industry.

Video Creation:

Location: Filming location is very important! Here are some things to keep in mind when choosing where to film:

- **Lighting:** This is THE most important aspect! Bad lighting can ruin a video, so when scouting a location, look for somewhere with natural light (from a window, skylight, etc). And record facing the window (avoid being back-lit). If natural light is hard to come by, find a well-lit space, avoiding spaces with harsh top-down lights as they can cast unflattering shadows on faces.
- **Noise:** Background noise and echoes should also be avoided. Select a space free from background noise. Large rooms often have echoes which can distort your voice.
- **Backdrop:** Have fun with this! There are many different ways you can go with setting up a background. You can go for classic solid color backgrounds or something more interesting. Avoid backgrounds with visible clutter and mess or heavy shadows, we do not want to distract from you, our subject.

NOTE Please try to set your phone on a stable surface rather than in your hand as to prevent shaky footage and remember to set your phone in a landscape position (on its side) rather than portrait (vertical)

Specs: We want the highest possible quality video and most phones allow you to set the resolution and framerate of the photos and videos you take. Here are the recommended specs for photo, video, and graphics:

- **Photos:** 1920x1080px - minimum resolution - (higher resolution is great!)
- **Video:** HD 1280x720px - minimum resolution - (Full HD 1920 x 1080px is preferred)
- **Graphics:** exported at 72ppi (screen resolution) to 300ppi (printable resolution) - or vector (scalable resolution) - .eps, .pdf, .png, .jpg,

Data Transfer: Once you have recorded your video, it's time to send it our way! Please plan to use a simple and quick file transfer service, as video sent through email, text, or social media will be extremely compressed, resulting in a loss of quality.

Here are free services you can use to send your video:

- **Dropbox:** You can create an account on Dropbox to upload files to the Dropbox cloud and share the link for others to access and download. The basic service is free! Go to dropbox.com to sign up
- **Google Drive:** If you have a Google account, you have usage of Google Drive where you can upload your files to the cloud and share with others.
- **WeTransfer:** If you don't have or want to create an account with Dropbox or Google, WeTransfer.com allows you to send large files using your email address.

We're here to help!

If you If you have any questions or would like assistance with your video, we're happy to help! Please send email to Trytten Essing, Communications & Marketing Coordinator, trytten@tradeswomen.net or call 503.335.8200 x 141.