

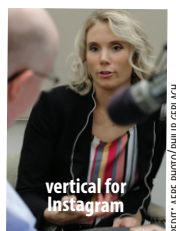


# PHOTO AND VIDEO GUIDELINES

## GENERAL & GUIDELINES

### ☐ Orientation

- Horizontal is better all-around for group settings
- Opt for horizontal unless you're shooting for specific use
- Vertical is best for Instagram stories



### ☐ Background

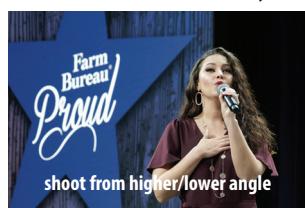
- Opt for a clean, uncluttered background
- Take a few steps away to avoid shadows
- Try shooting your video in the background you are talking about

**Example:** If you're talking about planting corn, shoot the video in the field, not in your office



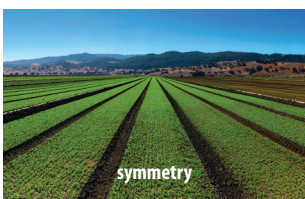
### ☐ Perspective

- Shoot from a higher or lower angle
- ~ Sometimes it can be necessary to be on the same level as the subject



### ☐ Symmetry v. Rule of Thirds

- Symmetry means centering your subject
- ~ In between two grain bins or a tractor centered in your frame
- Rule of thirds
- ~ Use a grid to divide an image into 9 equal parts
- ~ The most interesting elements should be on a grid line or at an intersection



### ☐ Lighting

- Morning and late afternoon natural light yields better results
- ~ Subjects (people or objects) should face the sun/windows
- ~ Avoid shadows in outdoor photos
- ~ Avoid fluorescent lighting when possible (events & meetings)
- ~ In backlit situations, use a fill flash (on camera flash) to avoid silhouetting your subject, or try reflective lighting to illuminate your subject
- Exposure
- ~ Make sure images aren't blown out (too light) or dark



### ☐ Focal Points

- Focus on one area, which blurs the background



### ☐ Zoom

- Avoid the "zoom" — physically move closer to your subject



### ☐ No Photographer? No Problem.

- If you're trying to take a photo by yourself, opt for taking a longer video, then take a screenshot from the video to serve as the photo
- Opt to take a landscape shot if you don't have someone to take your photo
- Set up a tripod or set phone on tailgate and use iPhone or Android timer
- Photos do not have to be professional grade
- If you have an Apple Watch, there is a built-in photo timer that can be utilized to time photos

### iPhone / Android Cheat Sheet

	iPhone	Android
<b>Set Grid</b>	Settings > Camera > Grid	Open Camera App > Settings > Toggle "Grid Lines"
<b>Auto Focus</b>	Tap and hold the subject until the yellow AE/AF Lock alert appears.	Tap and hold the screen until the yellow lock appears. Tap where you want the focus of the photo to be and take the photo.
<b>Set Exposure</b>	Tap once on the focus square and exposure slider; use the sun icon to increase or decrease exposure.	Tap and hold the subject until the yellow sun appears. Drag the sun icon left or right to adjust.



# VIDEO-SPECIFIC GUIDELINES

## ☐ Recording

- Start recording for a few seconds before you begin talking and record for a few seconds after you finish talking
- Do a test run and play back the video to check audio and lighting
  - ~ Check for background noise or objects that will take away from the video
  - ~ Avoid music in the background
- Don't be afraid to shoot the video multiple times to get it right



## ☐ Selfie Videos

- Shoot vertically for stories or shoot wide so you can edit the video to the specs needed in post-production
- Look into the camera to make eye contact with the viewers
- Check out this awesome "How Not to Shoot Video" guide from Texas Farm Bureau
  - [VIMEO](#)
  - [DOWNLOAD](#)
- Tips for Increased Production Value
  - ~ Include closed captions
  - ~ If you use music, make sure you're licensed to use said music

## ✓ DO'S & ✗ DON'TS

### ☐ Do's

- Take photos that are high-quality, crisp, clean and tell a story
- Clothing choices:
  - ~ Be aware of distracting patterns
  - ~ Avoid white shirts as they wash out subjects
  - ~ Avoid brands on hats/clothing
- Ensure any hats/caps are not shading the subject's face too much
  - ~ Often it just requires the hat/cap to be tilted back
- Remove sunglasses
- Take both horizontal and vertical photo
- When going into a classroom, ask administration if there are students who don't want their photographs taken and/or utilized for social media efforts
- When kids are involved, ensure parental consent is given and ensure safety guidelines are used
- Be cognizant of safety protocols in photos (Helmets on ATVs, Rollover protection structures (ROPS) on tractors, no riding in back of pickup trucks, etc.)
- Opt for candid or action shots v. staged photos

- Utilize iPhone or Android timers to take photos of yourself or specific images

### ☐ Don'ts

- Avoid using filters. If necessary, adjust brightness and composition

### ☐ Stock Photos

- Only use stock photos when needed, but if you must, ensure you have the rights to photos or that they're royalty-free

Sites like [www.gettyimages.com](http://www.gettyimages.com) or [www.istock.com](http://www.istock.com) offer priced packages for you to download royalty-free images. [Here](#) is a guide to online images copyright and fair use laws.

**Free online resources include:** Unsplash, Pixabay and Pexels

## GLOSSARY TERMS

**B-Roll:** Secondary video footage shot outside of the primary (or A-Roll) footage. It is often spliced together with the main footage to bolster the story, create dramatic tension, or further illustrate a point.

**Portrait Mode:** Simulates a shallow depth of field using edge detection and/or depth mapping to differentiate between the foreground and background. It then blurs the background, simulating a shallow depth of field and making the foreground pop.

**Exposure:** Amount of light that reaches your camera sensor or film. It is a crucial part of how bright or dark your pictures appear.

**Closed-caption:** The display of text on a video screen, usually a transcription of the audio portion of a program as it occurs (either verbatim or in edited form).

**Licensing:** A permit for the use of a picture or video taken by someone else.

## RESOURCES

### How-To:

- [Shoot Good Video With iPhone](#)
- [Shoot Good Video with Android](#)

### Programs:

- iMovie
- Inshot
- Lightroom for iPhone
- [Video Editing Apps for Android](#)

### Equipment:

- [iPhone Stabilizer](#)
- [iPhone Lav Mic](#)
- [Selfie Stick](#)
- [Ring Light](#)

GUIDELINES

