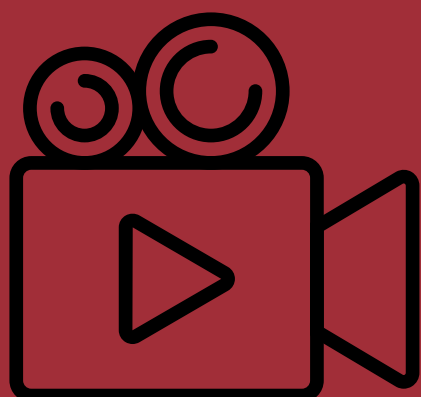


# Video Case Studies



Video case studies can be a powerful method of highlighting the value of your organisations work. They can be used as an alternative to written case studies and can often be a quicker, easier and more personal method of sharing your story. At StreetGames, we have taken time to compile some top tips to help Locally Trusted Organisations share their stories through videos.



## CAMERA ORIENTATION

For best results, shoot your video in landscape orientation. Landscape mode can be adjusted in post-production to suit any frame. Only use potrait mode to shoot social media 'reels' or Tik Tok videos.

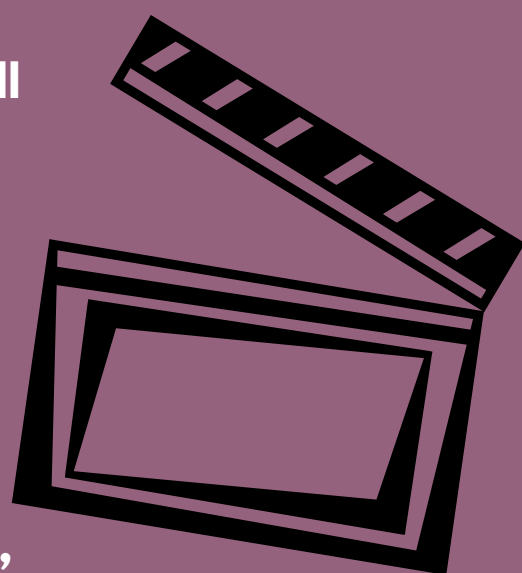
## VIDEO QUALITY

Ensuring your video is of sufficient quality will make it more engaging and attractive to viewers.

Prior to filming, ensure your settings are on the highest quality video recording mode, which should be at least 1080p.

Your subject should be at the centre of frame, this will ensure the viewers eyes are on the subject.

Keep the camera as steady and where possible, use a fixed platform such as a tripod.

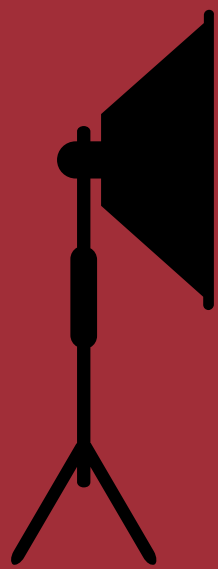


## LIGHTING/BACKGROUND

The wrong background or poor lighting can distract the viewer and take away from your message.

If you are filming indoors try sitting near a window. If outdoors try and find a space that has good lighting on the subject.

Try using a good background area that's not messy or cluttered, preferably showing the sport/activities/equipment that relate to the topic, otherwise just a clean space.



## SOUND

Good sound quality will help you clearly communicate your story.

If you find you are having issues with background noise or sound quality, it may benefit you to purchase an external mic for smartphones (you can get good quality mics on Amazon for under £20).

Try to film in a location with minimal background noise, especially if you are outdoors.

