

# Today's Agenda

- **Part 1: Story Planning**
  - Story Arc
  - Gear & Schedule Planning
  - Prepping for Sound & Visual Storytelling
- **Part 2: Capturing Authentic Content**
  - Real People on Camera
  - Tricks & Tips

# Slides & Stuff



Participants can join  
at **slido.com** with  
#1466059



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**What is the hardest part of "real people" setups?**



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**What is the hardest part of interviewing?**

ⓘ Start presenting to display the poll results on this slide.

**AUTHENTICITY**

# Tips for Authenticity

- A Comfortable Interviewer/Producer
  - Don't let them know you are sweating the details
- A Comfortable Interviewee/Subject
  - Not too many crew interacting directly with them at the same time

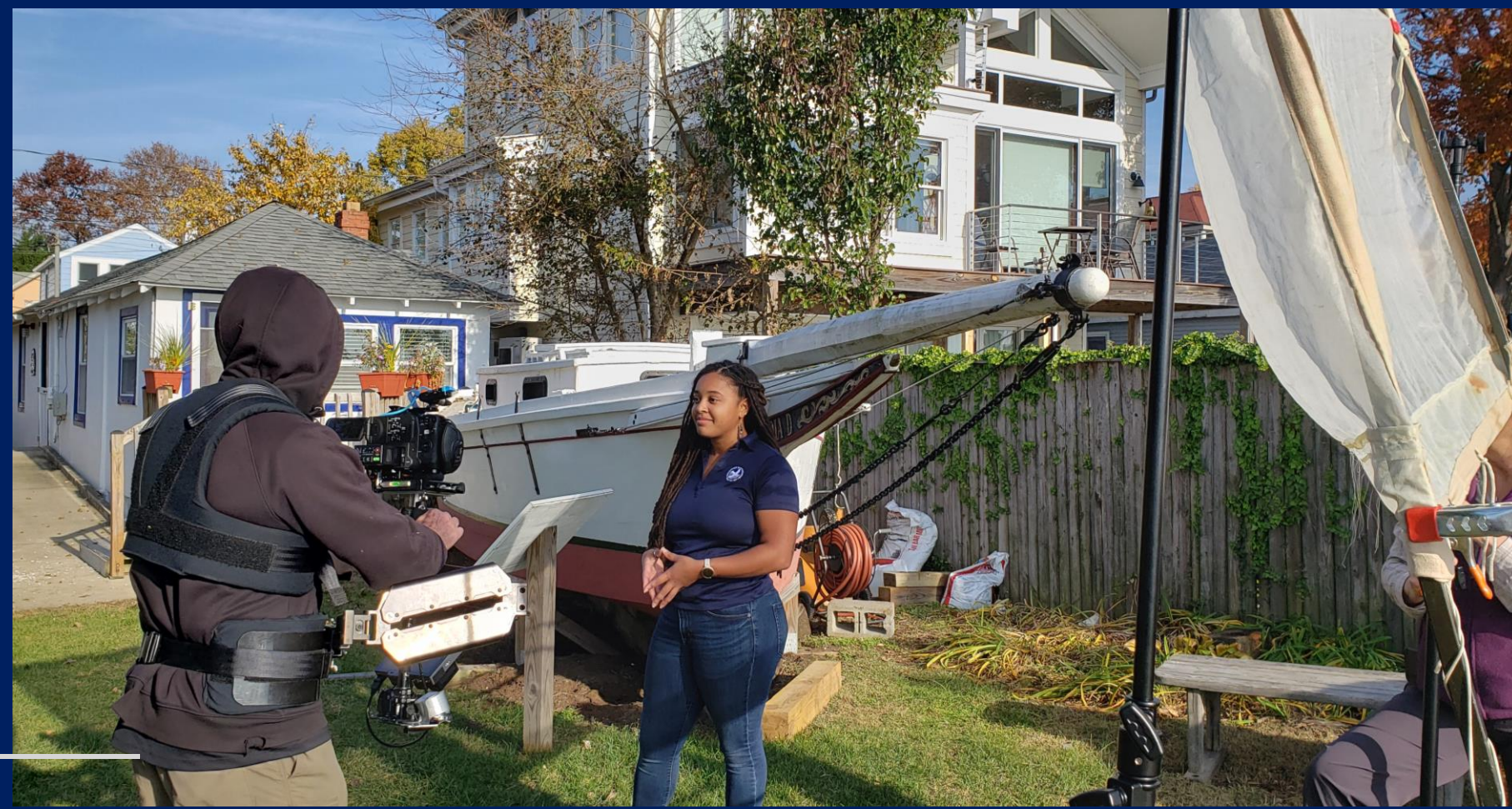


# The Value of a Makeup Artist

- Gets talent “warmed up” and at ease
  - Especially C-Suite peeps and nervous experts
- Lets you know about any concerns
- Keeps an eye on the monitor while you are rolling
  - Avoid retakes for shine, sweat, etc.
  - Can break up tension, come in to touch up







## Authenticity in Lighting

- The Sun is the source
- Bounce and Diffuse
- Be ready for it to move on you!





## Authenticity in Lighting

- It takes a lot of light to match an exterior, even on a cloudy day.



# Opportunities for Authentic Moments

- Wire them for sound and do a walk-through of the location
  - Warms them up before the sit-down interview
  - Gives you authentic material to intercut
- Find other opportunities to wire them up and have them review documents or schematics, etc.
- Ask them to “narrate” what they are doing



# Authenticity in Sound







**WARNING** **RESTRAINTS** **PREVENT**  
Death or Serious Injury. Do Not  
Use Restraints in Vehicles  
Not Equipped with Air Bags



# TIPS & TRICKS



# Gear We Love

- 2<sup>nd</sup> camera can for added coverage
- Teradek for Director
- UAV for a different perspective, transition story elements



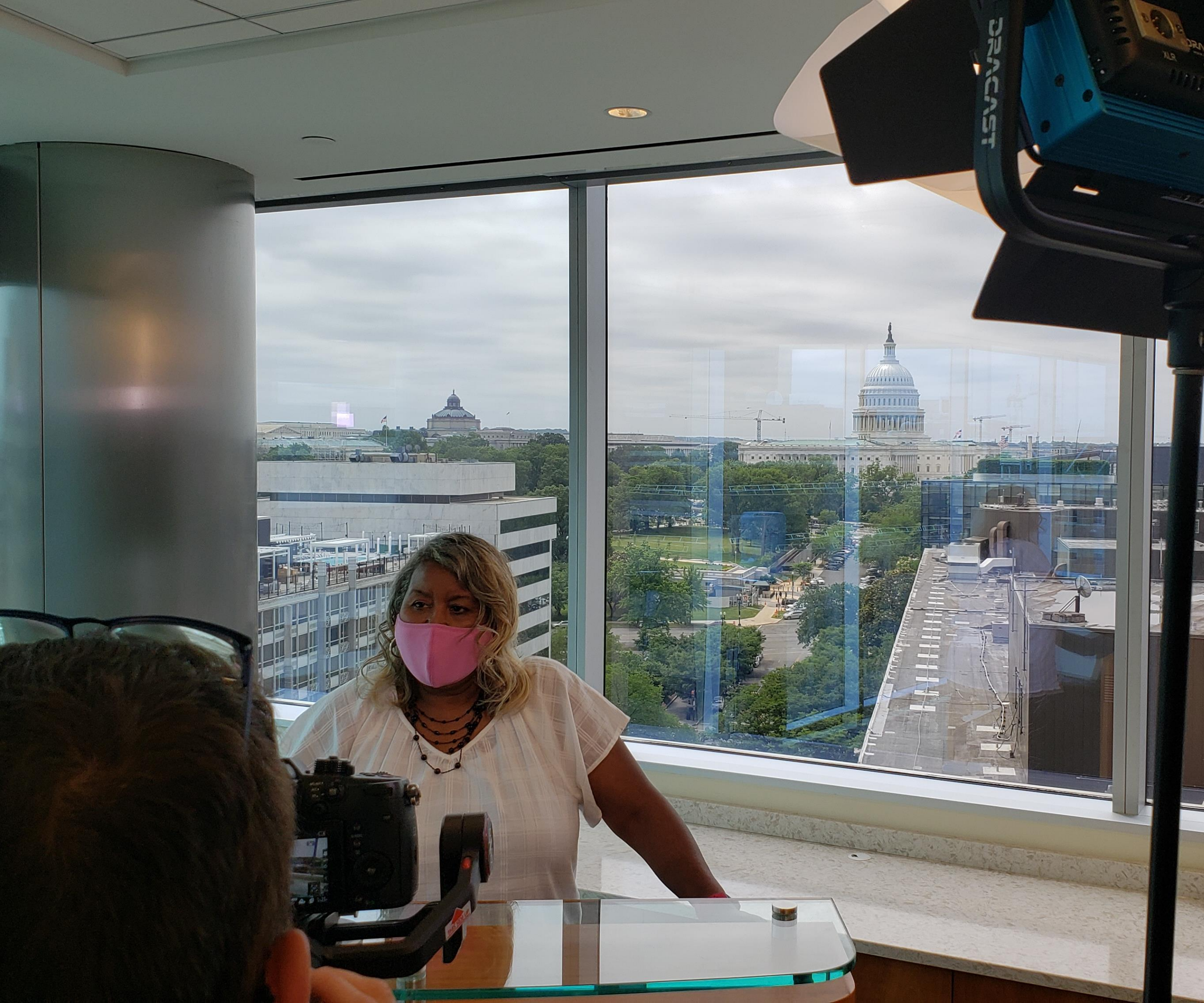












## Quick Set Up

- Large window with ND!
- Key light is single 1K panel light.
- Polarizer lens will remove the reflection in the window.



# Focusing on the Story Context

- Key- LiteMat with diffusion and grid to direct light
- Fill- Large window with diffusion
- Negative fill to bring shadows back into face.
- Background lit by stove hood lights.







## 2 Camera Interview Set Up

- Far side cross lighting for each person
- Negative fill for camera side
- Backgrounds with artificial sun streaks for continuity





## Soften a Typical Office Look

- A Lantern set up
- An overhead light source from the center.
- Bounce lighting to fill





## Dynamic 2 Camera Set Up

- Key light = Octobox on 300D
- Fill = none, negative from left, bounce on standby
- Backlight = 150 panel
- Background = computer screens against dark room





## Theatrical Look Setup

- *Key* - Kino Diva
- *Fill* - Bounce from the room and more side back light is enough.
- *Backlight/hair light* - Tungsten Arri 300, spill from the stage lighting
- *Background* - stage lighting plus a few small arri 150s on some chairs in the audience



# SAFETY ON SET!

- Grip safety
  - C-stands (and stands in general)
    - Check it before you wreck it!
    - Arm over (big) leg!
    - Tight is right! Arm drops (tightens) same direction as knuckle tightens.
    - Bag it!!! Tall leg – The bag should never touch the floor!
  - Cables
    - Slack it, Coil it, Tape it!
    - When you peel the tape up, PLEASE hold the cable down, pull tape up.
    - NEVER pull the taped cable up, the tape will wrap around it and you will look like a newb!
  - “STRIKING!”
    - Always warn folks before you strike a light!
  - That’s Hot!
    - Tungsten vs LED - Fire vs light toasting
    - LEDs can still get hot and will melt your gels, and your finger.
    - Cool all lights before packing.
  - No Running! Like EVER!
  - Hand off’s done right
  - Safety Chain on anything that will be above an actor, hanging from up high, or generally precarious

**LET'S DO A SET UP!**



# Real People in Studio Environments





# Prompter Challenges



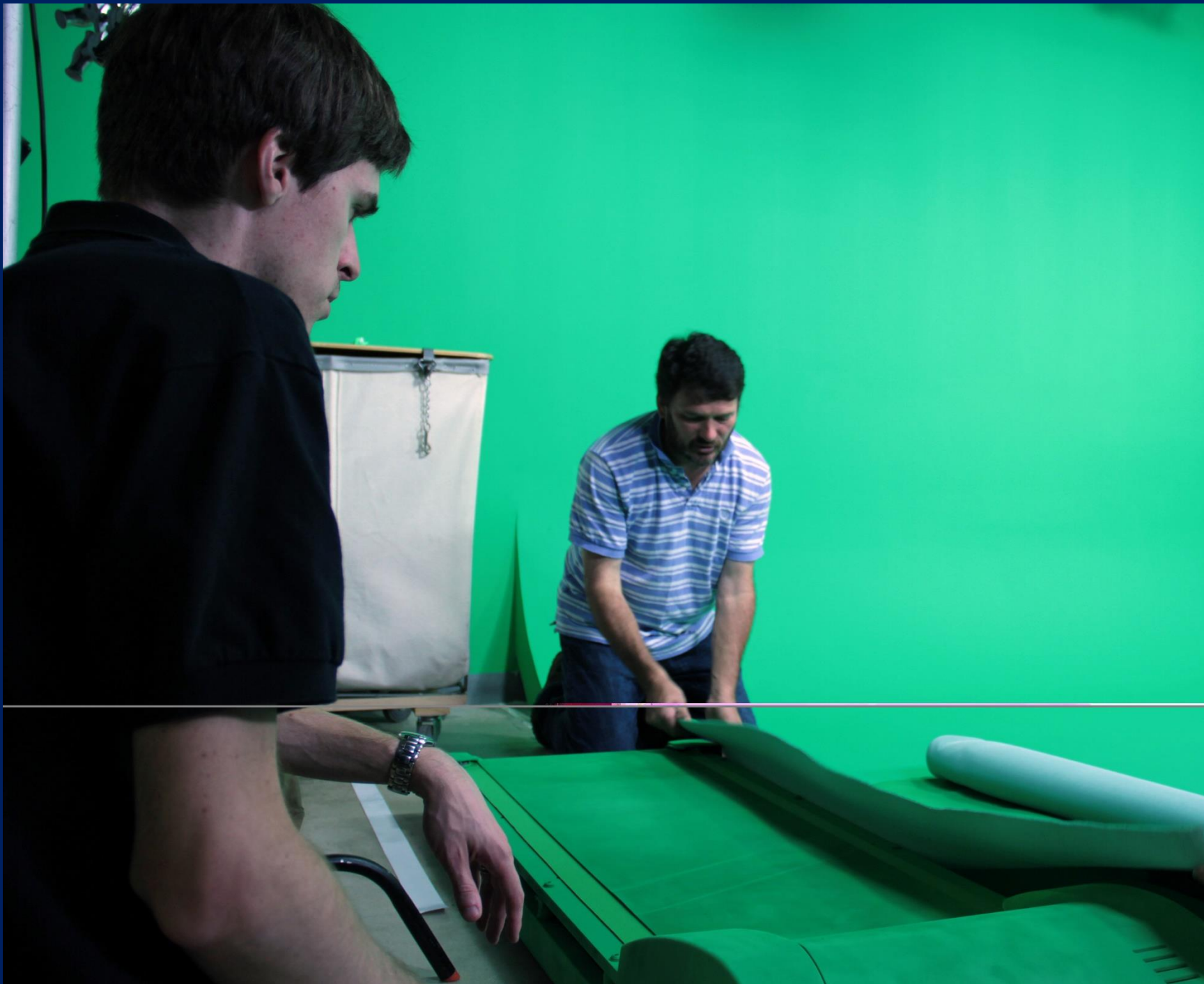
- People want to slow down
- Some people prefer bullets
- Eye line issues
  - AI to the rescue!
  - [Eye Contact App from Descript](#)





look option 1 angle 1















# Frames from Ava Duvernay's "13th"



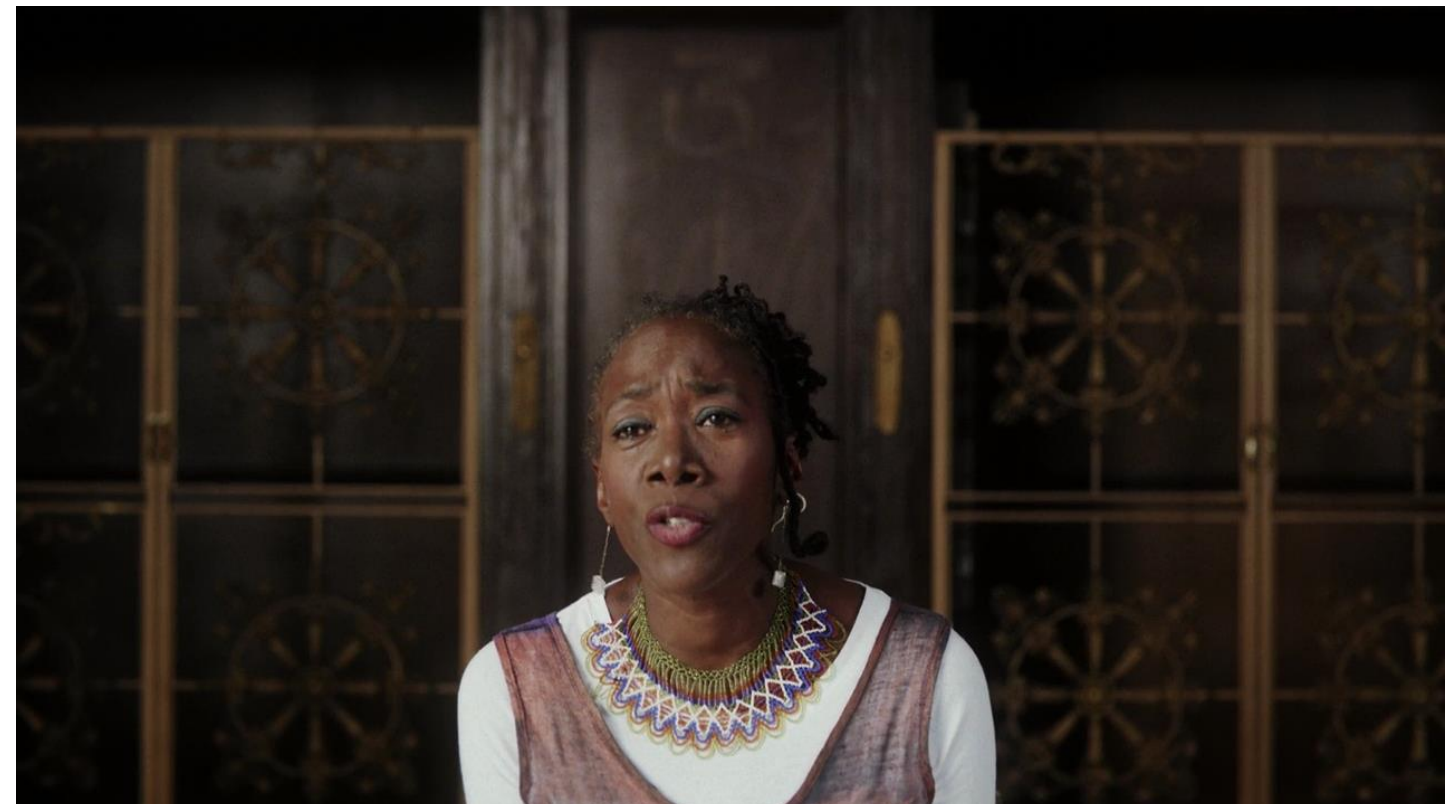
Backgrounds





Depth





Subject framing choices

# INTERVIEW TECHNIQUES



# Nervous Speaker Technique

1. Get them to share a more personal anecdote
  - Why did you decide to become an engineer?  
What do you love about it?
2. Do b-roll first and let them walk-and-talk
  - Sit down interview after they've gotten used to you and the crew
3. Worst case, let them take a break, go do some emails, come back in 20 minutes



# The Contradict Me Technique

1. Some speakers are very reserved
2. They will not show emotion unless they feel they need to correct your misunderstanding
3. Then they can get very passionate!



# The Shorter Answer Technique

1. Some speakers have a LOT to say
2. Let them get it out of their system
3. Then ask “if a student was trying to understand this process...”



# Two “Do-Over” Techniques

1. The part about *X* was really great. But we had a little bit of noise, do you mind if I ask you that one more time?
2. Lean in as if you didn't quite hear the answer, and they will repeat it. (Only works for the last part of what they said.)



# The Finish My Sentence Technique

1. When all else fails...
2. Can you finish this sentence: “The biggest value we bring at ABC Company is...”



# CHALLENGING INTERVIEWS



# Experts/Limited Time

- Build rapport during release-signing or walk to “set”
- No more than 4 questions
- 2-cam setup
- If they give a thesis ask
  - “For laypeople...”
- Keep handlers out if you can
- Big picture wrap-up
  - “What’s the one thing?”





# Remote (Ugh)

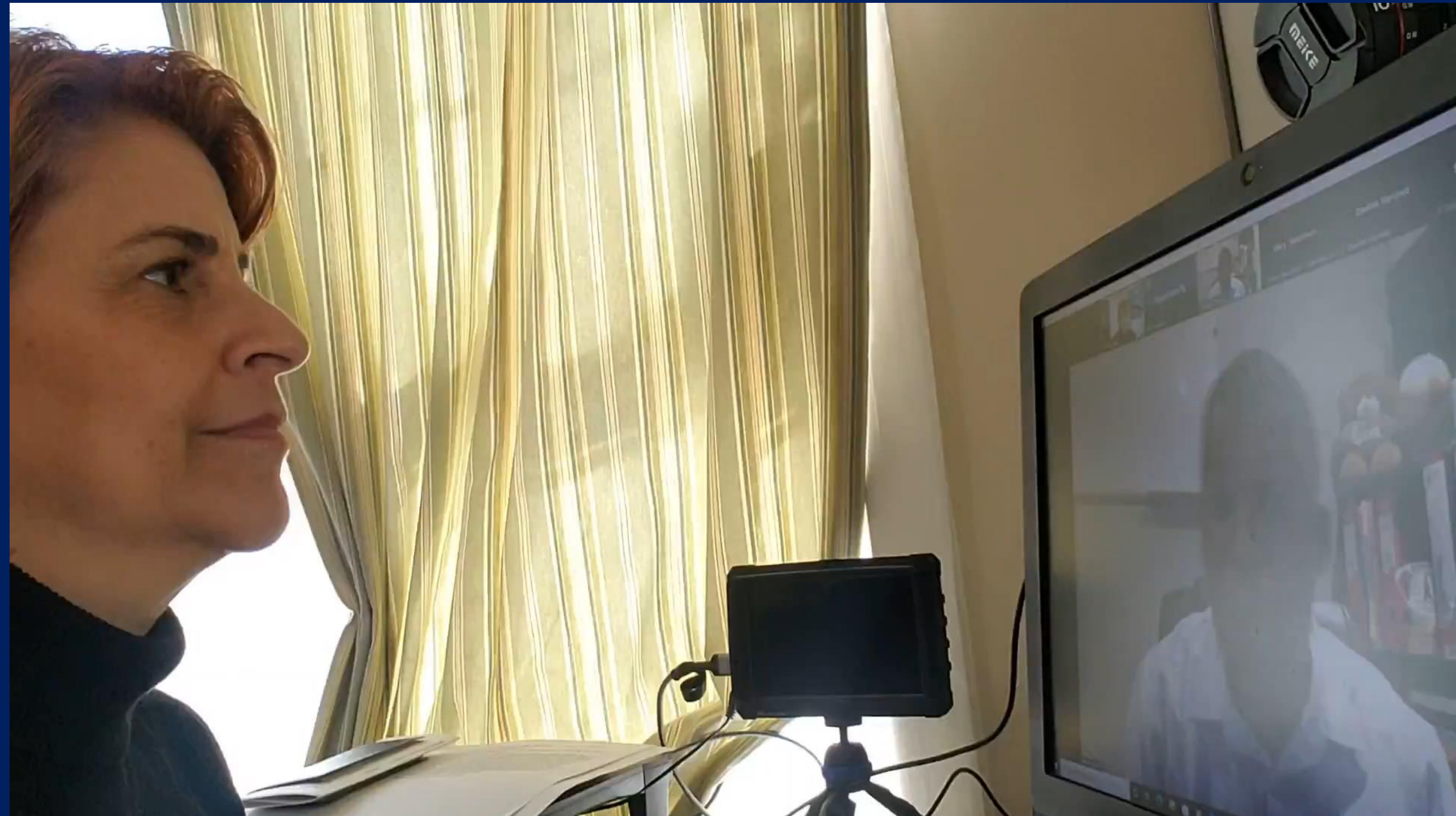
- Walk through set up on a different day or time than interview
- On site PA to help with set up if shipping a kit





# Remote (Ugh)

- Your face has to be EXTRA responsive to provide positive feedback





# Couples/Pairs

- Get to know their style together
- Signal who goes first on an answer
- Position one camera for a 2-shot and second camera for “chase” shots
- If only 1 cam, cue who should answer first











**WRAPPING UP**



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**What's one tip you're going to implement from this session?**

ⓘ Start presenting to display the poll results on this slide.



# Final Thoughts

- Develop Story Arc
- Prep, Prep, Prep
  - Plan for Flexibility
- Build in Authenticity
  - Key Role for Lighting & Sound
- Anticipate Challenges
- Storytelling is the Goal!





Link to some  
**Light**  
Reading





Thank you! Let's Connect!

Anne

Amy



Slides & Stuff





We hope you enjoyed this session.

Please be sure to **fill out your attendee evaluations** which provide us with valuable insights to improve future conferences!

Please hand them to your room monitor at the end of each day to enter the raffle prize draw.