



PPA Awareness Week Video Recording Instructions

Thank you for participating in the production of the Superhero-themed 2022 Pheopara Alliance awareness campaign! Below you will find instructions to help ensure your submission is ready for our editor.

Delivery & Appearance

Speak as if talking to a friend. Stand up straight, smile, speak clearly and don't rush. Take extra care with your appearance. Please refrain from wearing white and avoid patterns on clothes.

Location

Choose a quiet, well-lit space, preferably in-doors, with a plain background or wall. Stand at least a meter away (3 feet or more) from the wall to prevent from casting hard shadows behind you.

Lighting

Lighting makes a huge difference. Ensure your light source is in front of you. If possible, utilize indirect natural daylight. Avoid back-lighting and overhead-lighting – you'll run the risk of casting unflattering shadows.

If in-doors, try facing a window during daytime hours when the sun isn't directly visible through the window. Direct sunlight will likely cause you to squint.

If filming in a quiet outdoor location, an overcast day or a shaded spot will work best.

Framing

Please make sure that your upper chest, shoulders and head are centered in the frame and facing the camera. Include some free space around the head and hair. Camera should be placed at about eye-level.

Audio

Audio quality is very important. If you have in-ear headphones with built-in speakers, such as airpods, please utilize them during the recording. Otherwise, ensure the mic on your device (such as a smart phone or laptop) is unobstructed. Listen back to ensure you can be heard well.

Video

Mobile Device- Film horizontally (wide format) using the back-facing camera. Back-facing cameras on your phone or tablet are almost always better quality than front-facing cameras. If possible, enlist a friend or family member to record the video.

It is best to mount or prop the device up in a stationary position. Otherwise, hold the device as still as possible and maintain good framing.

Computer- Any software that will export a video file with sound is fine. Mac users can record with QuickTime. PC users can use Movie Maker.

Please wait a few seconds after hitting record, collect your thoughts, take a breath, and look into the camera before delivering your message. Wait a few seconds after finishing your message before you stop recording..

Submission

Submission Link:

<https://drive.google.com/drive/folders/1ymJlXX66g48jrSpLvGMWn9bXiBbp8qmg?usp=sharing>

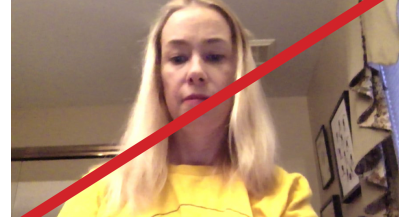
If you have any questions or need support, please don't hesitate to reach out to the PPA team (jen@pheopara.org, cindy@pheopara.org, or jobeth@pheopara.org).



Frame with free space
above and around head,
centered



Position light source in front
of you, not behind



Find a plain white
background, record
eye-level