



VIDEO PRODUCTION GUIDELINES

Digital storytelling Lab

1 PLANNING & PREPARATION



- Ensure **written consent** from all participants appearing in the videos
- Plan **who** will be filmed (participants, facilitators, short interviews)
- Decide **what moments** to capture (activities, interactions, outcomes)

2 EQUIPMENT

Make sure you have:



CAMERA
(or high-quality smartphone)



MICROPHONE
(for clear sound, especially for interviews)



TRIPOD
(to keep the image stable)

→ Good equipment = clear and professional videos

3 VIDEO FORMAT



VERTICAL FORMAT

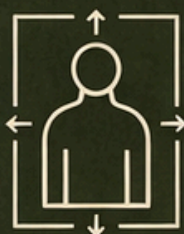
→ for social media

HORIZONTAL FORMAT

→ for presentations, screenings, or reports

▶ Choose format depending on how the video will be used

4 FRAMING



- Use **full-body** or **head-and-shoulders** shot
- Always keep **hands and upper body** visible
- Do **not** cut off hands
- Leave **space** around the body (signing space)
- Frame ideally **down to the waist**
- Leave some **space above the head**

👁 Sign language is visual → framing = understanding

5 LIGHTING & BACKGROUND



- Use a **plain, solid background** (grey, black, blue, etc.)



- Ensure **good contrast** with skin and hands



- Use **even lighting** (no shadows on the face)

- **Avoid backlighting** (no light behind the person)



Goal: maximum visibility of signs

7 ACCESSIBILITY PRIORITY



- Focus on **clarity of gestures and facial expressions**
- Ensure the message is **easy to understand**
- Avoid **visual distractions**



Goal: maximum visibility of signs

6 CLOTHING



- Wear **plain, solid colours**
- Ensure **contrast** with skin tone
- Avoid:



patterns



stripes



jewelry



loose sleeves



Hands must always be clearly visible



ACKNOWLEDGEMENT

We would like to thank the **International Visual Theatre (IVT)** for their valuable contribution to Sections 3, 4, 5, and 6 of these guidelines.