



SCFL Labor Day Video.

SCFL will be creating a Labor Day Video. In lieu of the Solidarity Roll-Call, we are asking **each Union to provide up to a 15-second 'Solidarity Roll-Call' segment** for our ***Labor Day Video***. Examples to include in your video:

- a) The name of your Union with Local # (important to include this)
- b) Where the union members work (place of employment)
- c) The nature of the work (the types of workers)
- d) Finally, a short shout-out; Examples:

“Solidarity for the workers!”

“An injury to one is an injury to all!”

“Don’t be a Union-buster, support Meet & Confer”

“Union Power!”

“The workers United will never be defeated”

“Don’t mourn, Organize!”

“A victory for one is a victory for all!”

“Kickin’ ass for the working class!”

“Mourn the Dead, Fight Like Hell for the Living”

“A Fair day’s wage for a fair day’s work.”

“Direct Action gets the goods!”

If you are new to creating a video with a smartphone please consider the following with your video segment.

1. KEEP IT STEADY, consider a small tripod or gimbal to steady your camera.
2. USE AN AREA WITH GOOD LIGHTING, avoid direct sunlight or strong light sources that create shadows on the person speaking.
3. ORIENTATION AND COMPOSITION, keep the camera close to the person speaking - avoid using the zoom. Backgrounds should be simple and without distractions. Speak to the camera like you are having a sincere conversation with a friend.
4. AUDIO CONSIDERATIONS, built-in microphones tend to pick up undesired background noise. Choose a quiet space to record in and consider an external microphone.
5. QUALITY, record in a high resolution above 720p.



1. Shoot horizontal, not upright

If you want people to be able to watch your video at full size on a monitor or TV screen, keep your smartphone horizontal when you are recording. Shooting a video clip with your phone upright doesn't seem like an issue at the time because you're watching it on a device with a vertical screen, but as soon as you want to play the video anywhere else, your clip will be fighting for space with two black bars on either side of the screen.

So in the quest to shoot better video on your phone, start by keeping with standard video practise and shoot horizontally.



2. Keep it smooth and steady

Your smartphone is small and light, but it can be held surprisingly steady. The key thing is to use both hands, and lock your elbows into your body for extra stability. Try it yourself, and you'll see that although this won't eliminate the small involuntary movements (or shaky hands!), at least these won't put the viewer off like the sudden jolts you sometimes get from holding your phone one-handed.

But what if you want to introduce some controlled movement into a shot? With your elbows locked into your body, use your feet as a solid base and move the whole of your upper body not just the camera. This will result in a smoother motion every time.



3. Use classic compositions

You know when a clip from a video really stands out? Well it's not only the professional cinematographers who can get shots like that, you can too! Shots that we find striking or leave a lasting impression often make use of composition rules that are designed to draw the viewer's eye to a particular part of the scene.

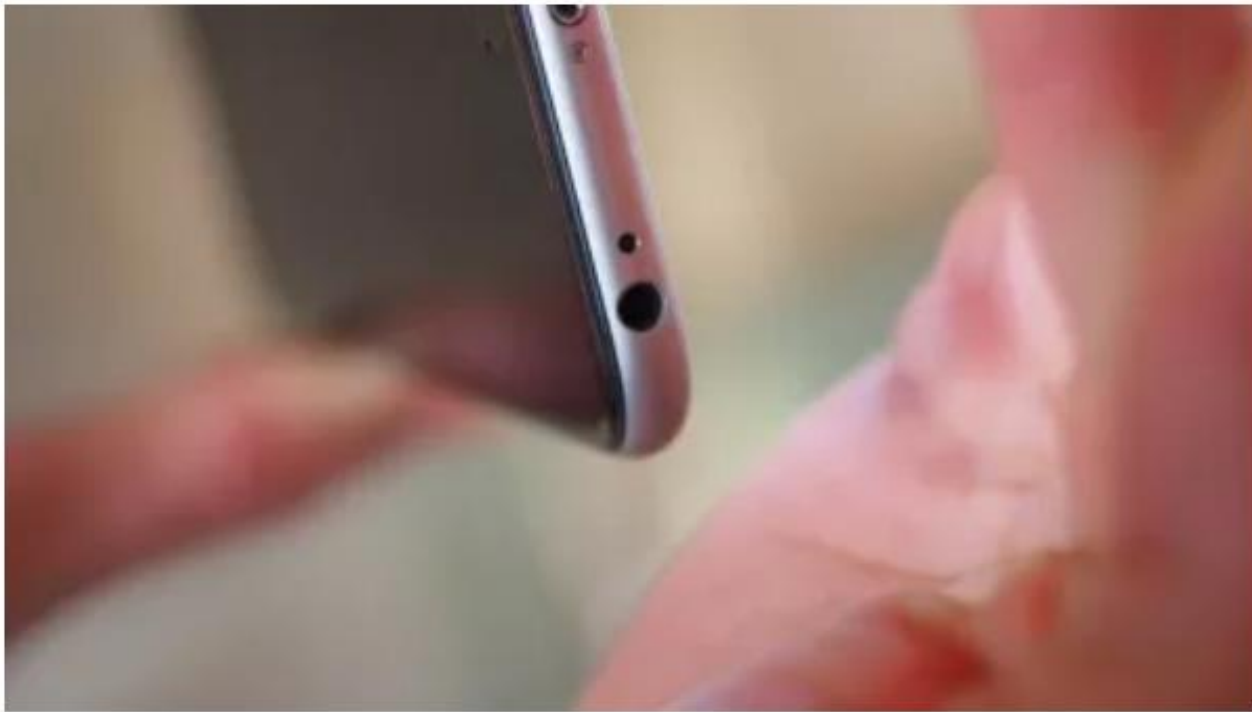
A good one to start with is the rule of thirds. Some phones allow you to activate a grid on the camera app. Now this doesn't always work in video mode, but you can flick to 'photo' while you get your shot set up. Where the lines cross in the frame are all good places to put something of interest, or if you're recording a person, position their head over one of these points.



4. Make the light work for you

Light is a wonderful thing, but it can be a friend or foe when shooting video. If you want to shoot better video, you need to know how to work with the available light and use it to your advantage. When outdoors, try and find a position where the sun is evenly lighting the scene you want to record.

If some parts of the shot are looking too bright or too dark, get into the habit of changing your position and finding another angle which allows you to still achieve the shot you wanted, but you've got the light working for you not against you.



7. Record good audio, or remove it later

Bad audio can ruin a great piece of video, and just because your smartphone can record a decent voiceover in a quiet controlled environment, it doesn't mean you can 100% rely on it when you're out and about.

If it's a perfectly still day, go for it, and if you want to video someone talking, get as close to them as you can to make sure they are heard above any noise in the environment. No doubt you've heard the horrible sound wind noise makes on video clips, so locate the builtin microphone and try to shield it from the wind, but be prepared to remove the audio later if it's noisy and unusable.