

PHOTO and VIDEO WISH-LIST for LYS TRIP to DRC JANUARY 2018

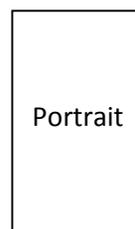
CEP's most important needs (with much more detail in charts below):

- Generally speaking, the main photos we need are of women and people smiling. Specifically, my top priority photo shots are these:
 - o Student headshots
 - o Classroom shots
 - o Thank you shots
- The video we most want, in order of priority:
 - o Student interviews
 - o "Thank you" moments
 - o Environment shots (landscape, forest, agricultural station and fields, school) – a couple long, slow pans would be perfect
- If you can get just one things done (I realize you have a lot going on and your own work to do!) I would love it be the interviews with students. And you can take a photo of them while you're at it, so two birds...
- I understand completely if you can't get to all or even any of the top priority stuff!! Pick and choose based on your time, etc... Anything and everything you give us will be much appreciated!

Photo and Video Tips

First off, my apologies if you already know any or all of this!! I don't know your level of experience with photos and video, so I am just giving you my best tips. I ran a video production business for 10 years, plus I am very used to working with non-professional photographers and videographers because of my current work in Marketing rural African projects, so I have a list of tips and tricks I adapt for the occasion... So anyway, I hope you find this helpful!

- For photos, I prefer you get 90% landscape shots (better for video and web) but a few portrait are nice to have too (good for print materials.) For video, always landscape please.



- Make sure the **light is always behind you** and never behind the subject. This is especially important when shooting photos and video of people of darker skin color.
 - o The best time of day to shoot video is morning and afternoon, when the sun is still low in the sky. Once the light is up high in the sky, you may not be able to shoot good video especially. But I know how it goes, and you may have to shoot then, so if you do, just try your best to try to make sure the light is as much behind you (and not the subject) as possible.



Light behind subject



Light behind photographer

- Use the **rule of thirds** to improve the composition and balance of your images and video. Because the human eye tends to be more drawn to images divided into thirds, place the main subjects of your image along these divisions or their intersections. Don't worry too much about this with photos, as I can also crop for composition if the images are high enough resolution. Just make sure there's enough background to allow for some cropping.



- When shooting important events/happenings (not interviews), try to take three shots per event (when appropriate) – large shot (for context, could include pan to get entire event), medium info shot (what's actually happening), close-up shot (to capture emotion/beauty/issue)
- When shooting video, don't zoom. 95% of the time, a zoomed video shot is not usable later. If you want a close-up of a person or group, try to get closer. If it is a nature scene, always use a tripod, and take a few shots of the same thing. Note that a good photo is often just as good as or better than video in this case.
- With video, start shooting a few seconds before the action you want and let the camera roll a few seconds after your shot is finished.

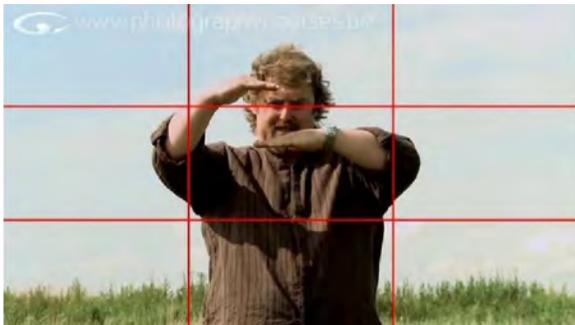
TOP PRIORITY VIDEO – STUDENT INTERVIEWS

Interviewing tips!

- Ask the interviewee to answer in complete sentences. You'll have to remind them and show them what you mean until they get the hang of it. (You ask, "what is your name?" They answer, "Maribelle." You gently remind them, "Can you say that again with my question included in your answer, like this: My name is Maribelle." They say it again, "My name is Maribelle.")
- Try not to make sounds while the interviewee is speaking - you can (and should!) smile and emote with your face but no "mmm-hmmms," laughing, etc, and don't interrupt, especially when you are getting good material/answers. Make sure they see that you are interested – or better yet fascinated – by what they are saying, it helps the subject feel at ease with their answers.
- Wait 2 seconds after the interviewee has stopped talking to say anything at all, to laugh, etc - those pauses are essential for editing later, plus...
- When asking emotional and philosophical questions, pause after hearing the answer, nod, look at the subject. If you wait long enough (it will feel like too long) almost everyone will continue talking (their subconscious says, this person wants more from me, what else should I say?) and then comes the gold. My best footage was almost always taken after those long, awkward pauses.

Videography tips!

- Remember the rule of thirds! Place the subject along or toward a third line and make sure the camera is focused on them. (If you can't get a focus on them, you can place them in the middle of the screen.) Place their eyes along the top third line. Shoot camera at their eye level.



Videography tips! Continued...

- Always try to interview outside, with a natural background! (Trees are best for CEP.) Position the subject as far away from the background as possible.

Not good background



Awesome background!



- If you don't have a mic, get as close to the person as possible, sit directly behind the camera or a little to the side, so they are looking toward the open space (if their image is positioned on the right third, you would sit to the left of the camera and vice versa). If you don't have a tripod, place the camera on a table or something. Get close to the camera, but have the interviewee look at you, talk to you, not the camera.
- Watch for posture – if your subject is slouching, ask them if they need a better chair...? Would they rather stand? Usually just asking will get folks to sit up properly... If not, you can also get closer so the interview is more of their face and less of their body.

Bad interview posture



Great interview posture



- Since you will hopefully be taking a bunch of short interviews, I would set it up with the school/students ahead of time, then set yourself up somewhere (sitting or standing) where students can rotate through and you don't have to change the composition or backdrop much. That will help you get more in less time. If possible, small changes like a little pivot/rotate, can make the shots look different, which is nice but not necessary.
- To make it easier on you that we get names right, have the subject write their name on a piece of paper and hold it up to the camera after the interview. Then we can manage names from here.

QUESTIONS FOR STUDENT INTERVIEWS

My **two-star options are my most-wanted questions/answers. (You can make the interviews super brief and stop after those). People can answer in Lingala or French. Feel free to re-write in your own way of speaking.

TIP: Start up a conversation first so they get a little comfortable before the interview starts. (You could even be shooting during this surreptitiously, some of the best footage comes when people don't think they're on camera, they're so much more relaxed... The language barriers could make this hard, I don't know, just use your best judgement of course.)

Important note: at the end of each interview (always the end, not the beginning!) ask each person, on camera if we can use their video interview for fundraising and marketing purposes? Basically, get their consent on video please.

INTERVIEW QUESTIONS

** What is your name?

** What are you studying?

** Why is that important to you?

** What is your favorite thing about ISDR-Djolu?

** How will your studies and work after ISDR-Djolu support your family and community? (Or another way to ask, could be worth asking both questions, especially if you don't get anything super compelling in the first answer) ** What do you plan to do with your degree and how does that help your community and/or the forest/environment?

- What makes ISDR-Djolu so unique?

- What made you want to attend ISDR-Djolu?

- What do you hope to accomplish with your life and work?

- What improvements do you wish could be made to the school?

** May we, at Congo Education Partners, use your interview for fundraising and marketing purposes?

TOP PRIORITY PHOTOS - SCHOOL & WORK SHOTS

Groups and individuals at the school. These are in order of priority!

SHOTS	EXAMPLES	
<p>Individual students smiling! If we could get photos of each current student (with their names), that would be priceless. But as many as you can get are great!</p>		
<p>Tip: To make it easy to manage the names, have them write their name on a piece of paper and hold it up for just one photo. (Then we can ID them easily from here.)</p>		
<p>Teachers teaching, workers working, especially women! (I prefer some movement, like arms up/pointing, gesturing, for example)</p>		
<p>Front of class shots (Smiles please!)</p>		

Group shots.

Preferably one with ALL women, like all the female students and/or faculty you can round up.

Also, a mixed gender group shot of current students and faculty together would be awesome if possible.

And of course, a group shot of the current students would be great.



SMILES are super important here, without smiles, I just can't use the photos. One trick for this with a group: get the subjects to tell you a joke/funny story or sing a song, but act like you're just messing around with the camera, like you're not taking a photo yet, you're just getting set up and need them to entertain you while you do. (Ask about a funny story you heard before, what was that about? What was that song I heard earlier? That kind of stuff.) Then they will be more candid and probably make each other laugh and then you can just shoot the camera like crazy while they are laughing. If you turn off any clicking sounds on your camera, they won't even know you're shooting.

Also, after that, while taking more formal set-up shots, just ask everyone for a smile. Tell them in America, we smile in photos to show our enthusiasm, and we need to see their enthusiasm for their school, their education, and their futures... stuff like that.

Last, if you can get everyone to put their arms out (you'll need to show them what you mean) and make some noise, like cheer, that can often brighten expressions and loosen everyone up, and make for a great photo.

BONUS: Take a little video of everyone exclaiming "Thank You" and/or "Melesi mingi!" while you're at it.

Finally, get as set up as possible before everyone comes over so you are ready and can make the photo shoot very short. The quicker you go through the above steps, the better expressions you will get.

<p>Candid close-ups of people studying/writing – again, I mostly want women!</p>		
<p>Candid shots of class</p> <ul style="list-style-type: none"> - Especially of women up front and center please - (Smiles not necessary here) 		
<p>Tree and forest shots</p> <ul style="list-style-type: none"> - With people, looking around, pointing things out - Not with people, close-ups, and big open – as much forest as you can get in the shot – shots - If you can do some nice video pans too that'd be great. 		
<p>Before and after</p> <p>-If you can get a few shots of the old school building, inside and out, as well as the same for the new building (comparing, like windows of each, roof of each, kind of thing), that'd be great.</p> <p>- Any other before and after you see or hear about. This will be used to show CEP's impact on the community, so anywhere you see that CEP has made a positive impact, showing that in photos would be great.</p>		

Thank You Photo and Video Shots

Groups and individuals holding up “Thank You” or “Melesi Mingi,” preferably with simple but clear signs.

Here are some ideas... I don’t need all these of course, but this gives you some options to work with. You can take a photo and also, even better, **add a short video moment** of them saying “Thank you!” and/or “Melesi Mingi!”

SHOTS	EXAMPLE
<p>Simple individual shots –kids, elders, women and men. If you find some gregarious and easy-smilers, ask them to do this.</p>	
<p>Group shots (or a family whose farm has been part of Lokangi for example)</p>	
<p>Simple large group shots</p>	
<p>Small group shots (Note a problem: the background is lighter than the subjects – they should have the light on them! Flash can help, but it’s always best to have the light behind the camera/photographer.)</p>	