



USAID Shooting guide

Mood Board



In an attempt to bring consistency all images featured in the mood board have been take from existing USAID footage.

<https://www.youtube.com/watch?v=EizZ6NVH25Y> -- <https://www.youtube.com/watch?v=EizZ6NVH25Y>

Shot list

Establishing a hero character creates an emotional connection and leads viewers in the story.

The following shotlist is a guide for capturing shots to create an immersive viewing experience.

SCENE COVERAGE

1. Wide Shot Master - This shot should cover an entire scene at least once, allowing one to cut out to establish a setting or provide breathing room in the edit, and if possible should show the hero character and any additional characters to be featured in the scene.
 2. Close Shot / Over The Shoulder - This tried and true shot provides focus on the hero character (or any additional characters to be featured) without feeling claustrophobic or overly emphasizing the importance of the shot. Depending on whether there are other characters in the scene, this could work as an over the shoulder, or a medium to close range of shot.
 3. Closeup - A closeup can provide emphasis on intimate moments and cue the audience to pay close attention.
 4. Point of View - A point of view shot moving through a space(s) is a final element that can immerse the viewer in the world of the hero character. This can be handheld or flown on a steadicam, however, the end product should be a smooth—though not ghostly—moving vision of how the character sees the world.
 5. Portrait - A medium to closeup artfully framed portrait offers a clear image of the hero subject and add a moment of tranquility to the edit.
 6. Establishing Shot - An establishing shot should be captured for each location to visually place where the characters are in the scene. This shot could just as easily feature characters as not, though the focus should not be on any one character, so much as the setting in which the scene takes place.
 7. Inserts & Macros - Small moments, closeups not of faces, and shots with a close focus on items and trinkets that make up the hero character's lifestyle and personality will help in pacing the edit and building a full and robust video portrait of the characters and scenes.
 8. Interview Shot - Interviews should be shot with vectors guiding viewers to look at the character being interviewed, ideally in one close shot or medium shot, with an angled closeup also being shot simultaneously if a second camera is available.
 9. Artistic Moments - Unique moments should be captured with artistic framing to add emphasis on detail and isolate the unique culture, spirit, and elements of the world that the hero character lives in. These shots can provide space for thought and reflection in an edit.
-

Development Worker P.O.V. Style Video

Engage audiences by presenting a development worker's viewpoint.

The following shotlist is a guide for capturing shots to re-create another person's view of a situation.

SCENE COVERAGE

1. Wide Shot Master — The wide shot is where most of this type of video should play out. The angle mimics the angle of view of the human eye and provides a wide display of a scene.
2. Medium Shot — Rather than focusing on a single character, capturing an array of medium shots of characters across the scene or specific characters whom the narrator is discussing can help to create a rich picture of the scene taking place.
3. Closeup — Closeups of characters being discussed by the narrator can provide emphasis on intimate moments and cue the audience to pay close attention.
4. Shots of Narrator in Scenes — While the narrator of this type of video will be recounting an experience, it would be ideal to also show narrator interacting with people and experiencing some of the things being discussed. Shot size could be any of the above.
5. Establishing Shot — Establishing shots should be captured for each location to visually place scene. This shot could just as easily feature characters as not, though the focus should not be on any one character, so much as the setting in which the scene takes place.
6. Inserts & Macros — Small moments, closeups not of faces, and shots with a close focus on items and trinkets that make up the scenes the narrator is discussing. These shots are the gems that should convey the tone and personality of the experience being discussed and will help in pacing the edit.
7. Interview Shot — Interviews should be shot with vectors guiding viewers to look at the character being interviewed, ideally in a medium shot, with an angled closeup also being shot simultaneously if a second camera is available.
8. Artistic Moments — Unique moments should be captured with artistic framing to add emphasis on detail and isolate the unique culture, spirit, and elements of the world the narrator is describing. These shots can provide space for thought and reflection in an edit.

Example: <https://www.youtube.com/watch?v=mkoT2LuFc8Q&feature=youtu.be>

Development Worker P.O.V. Style Video — Suggested Interview Questions

An interview with a development worker will provide narration for this type of video. The following questions should guide the development worker's interview.

INTERVIEW QUESTIONS

1. How do you describe your work to someone who may not have ever heard of [the country your are in and/or USAID]?
 2. What makes X country [wherever you are] special?
 3. What has been your proudest moment in the field?
 4. Is there one day in your job that sticks out in your memory? What happened?
 5. What makes you get up in the morning? What motivates you? Why do you do what you do?
 6. If you could give advice to a new USAID officer or younger person who wants to pursue a career in development, what would it be?
 8. Tell me about the project we're seeing? Describe why we should count this as a major development "result."
This should draw out a narration about the project.
-

STILLS GUIDE

Directed Portrait in Contextual Environment



1



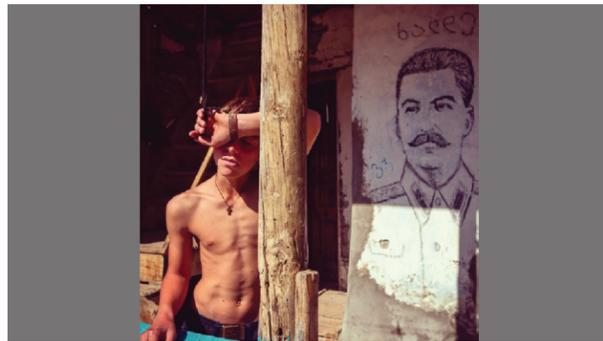
2



3



4



5



6



7



8



9

Action portrait



1



2



3



4



5



6



7



8



9

Enviromental & Elements of Personality

Establishing shots and details help tell the story of the environments our beneficiaries live in.



1



2



3



4



5



6



7



8



9

Look and Feel

Staging should accentuate depth, directing the viewers toward our subjects and hinting at the larger story of their lives. Soft, yet, dramatic shadows should engage viewers while faces should generally be exposed..



1



2

Featuring the USAID Logo

The USAID logo should be featured embedded in an active shot, prominently framed without appearing staged.



1



2

Narrative shot list

Document a hero character's experience to create an emotional connection with viewers. The following shot list is a guide for creating an immersive visual narrative.

1. Directed Portrait - This intricately framed shot should tell the story of our character in one glance, leveraging the environment and lighting to create a rich sense of significance. Consider this to be the cover shot of the story these photos will tell.

2. Action Portrait - The meat of the narrative, the action portraits should document our character in their real life. Unique and precision framing should use the thirds of the image to isolate the character and highlight the complex elements of their life, and the activity at hand.

3. Environmental & Elements of Personality - Supporting shots without our character will act as the adjectives sculpting the tone and tenor of our character's existence, from the environments they live and work in to highlighting elements of relationships and personal trinkets.

4. Look and Feel - Exposed faces with areas of darkness across the image to add drama and deep framing should paint our characters. Each third of the image should be used for either activity, environment, or portraiture to isolate the subject and tell an entire story in each shot.

5. Featuring the USAID Logo - When present, the USAID logo should be embedded in a scene rather than being the focus of a scene.

6. Types of Shots:

- Wide Shot
- Close Up
- Full Shot Portrait
- Medium Shot Portrait
- Environment / Establishing
- Details / Personal Items & Macros

7. Artistic Moments - Unique moments should be captured with artistic framing to add emphasis on detail and isolate the unique culture, spirit, and elements of the world in which our hero character lives. These shots should provide space for thought and reflection in the story.

Documentation

Please make sure to record the following information for each beneficiary:

1. Name
2. Location
3. Date
4. Bio information for beneficiary (age, family member, names, ages):
5. For action shots, describe what the shot is showing.
6. For photo series, briefly describe the narrative being captured (i.e. what was USAID's involvement, how has it contributed to the results of the narrative, etc.).
7. Please record 2-3 standalone quotes for each story.

When conducting interviews, please make sure to record audio, either recording into a camera or using a slate and external recording system.



USAID
FROM THE AMERICAN PEOPLE