



The Frances Clark Center

Video Specifications

Thank you for your willingness to create a video for the Frances Clark Center.

A smartphone camera will be well-suited to capture video if professional video equipment is not available. Before recording your video, please consider the following:

Angle: Please record in landscape orientation (horizontal). Vertical orientation will not be accepted. When demonstrating at the keyboard be certain the camera can capture the keyboard of the instrument as well as you.

Lighting: Be sure your studio space is well lit. Open window shades or turn on lights. Avoid backlighting/silhouette effect by not positioning yourself between a lightsource and the camera.

Audio: There should be no background noise. Do not position yourself too far from the camera or audio quality will suffer. Please consider the tuning of your piano.

Stability: Mount camera to tripod, music stand, something stationary. If angle changes are needed during the video, please execute these as smoothly as possible, or edit in a splice.

Scores: Features that identify the publication/edition must not be visible. These modules are not meant to endorse any publisher or publication.

Please do a TEST first to check all of the above.

General considerations:

- After you start recording, please allow 10 seconds to pass before you begin talking and another 10 seconds after you finish before stopping the recording.
- Highly patterned clothing and background decorations can be distracting; please consider your wardrobe choice.
- Be aware of background decorations and furniture.
- Look directly at the camera; speak with inflection and energy. Be aware of pacing and flow.
- Please avoid reading from a script. Aim for more natural speech patterns to connect more directly with the viewer.
- Audio/Video settings (generally standard on current model smartphones and tablets)
 - Video should be no less than 1280x720 pixels (720p) video and 128kbps AAC or MP3 audio.
 - Preferred video/audio settings: 1920x1080+ pixels (1080p) and 320kbps+ AAC or MP3 audio, or uncompressed .WAV.
 - Preferred file formats: .MP4, .M4V, .MOV., MKV