

- WALK ON EARTH -

GUIDELINES FOR FOOTAGE

Guidance for your footage

This guide will show how to make a footage for WalkOnEarth.

First of all you need a video camera. A professional video camera is not necessarily required, even though the quality will be much better. You can use a standard video camera having one of the following formats: MiniDV, DVD, miniDVD, HDV or HD. Because of the low quality, the older analogue formats Hi8 and Video8 are not useful. Nevertheless, you can send us those videos as well, but be aware that the output is poor compared with those formats mentioned above.

It is intended to maintain the character of the videos consistent. Therefore, please observe the following basic rules.

General standard procedures:

The length for a video is considered between 15 and 30 Min, while the raw version can be up to 40 Minutes (see -Capture and Render-). Please do not interrupt your take. The video is supposed to be as **one shoot**. When you start to walk, just announce where and when you are to shoot the video. For instance "This is for WalkOnEarth; San Francisco in June 2007, 28 degree".

Hold the camera waist-high and **keep** the camera in this position all the way. The desired effect is, that people don't notice that you shoot a video. Keep it authentic!

Please **do not** comment your route, bear in mind that you don't shoot a sightseeing video. Catch the atmosphere!

Please respect the privacy of others. **Do not** film people longer than you would give to them attention when you walk through the streets. Create an overall picture!

You can use public transportation in your video as well. For instance take a bus for one stop and continue your walk then. But please remember, **WalkOnEarth!**

Please don't mind, when your video is kind of shaky. For suggestions on how to avoid very shaky videos please refer to **-Video Quality-** in this document.

Video Quality

You can check your video camera for the feature "Image Stabiliser". In general there are two kinds of stabilisers available (optical and digital). The optical stabiliser provides the better quality for instance the Super Steady Shot by Sony or the O.I.S. by Panasonic. For example, the video from Edinburgh (Europe, UK) has been shot with a camera equipped with an optical stabiliser. Whatever stabiliser your video camera uses, don't forget to switch on this feature.

A very professional solution to avoid shaky videos is the use of a Steady Stick. Unfortunately, the Steady Stick is quite expensive but can be rented as well. The video from Mumbai (Asia/India) for example has been shot with a Steady Stick. The disadvantage might be, that people notice you shooting a video. Anyway, the recording quality is incredible and you make everyone happy when you use a Steady Stick, provided you have the possibility.

Among technical possibilities to improve your video quality, you can easily make the video better by paying attention to the following points:

Tips for your footage:

Don't walk right from the start of the video. It is more convenience for the viewer when you shoot the first 20-30 seconds with a motionless taking. For example, the video from Shanghai-2- (Asia, China).

Hold the camera not directly at you body. The movement of your waist will otherwise shake the camera too much.

Almost all cameras are equipped with a little screen. Just pop-up the screen to control from time to time what you are shooting. Keep in mind that you don't shoot too many times or too long the back of someone who is walking in front of you. In addition, the little screens helps you to keep the camera stable. Just use the other hand to hold the camera on the screen as well.

Don't walk to fast! When you think that certain things are very typical or exciting for the place/city, just stop for a while (i.e. 10-20 seconds) and enrich the video with a motionless taking.

Capture and Render

We need a video in a certain quality and format to bring the video on online. The video has to be captured and rendered. If you don't know how to capture nor to render, never mind. Just send us your video tape per mail and we do that for you. For experienced users, please contact us via email to obtain the right video- and audio codec settings, container formats, frame- and data rate settings.

When you capture and render the video by your self please note, that the video is a continuous walk and has no cuts in between. We can setup for you a FTP access for uploading the video on our server.

If you have any question, please don't hesitate to contact us.

You and Me, we Walk On Earth!