

# Video Guidelines



**OPEN BIBLE**®  
CHURCHES

Thank you for your interest in our Video Guidelines! We appreciate you taking the time to make sure your video looks as great as possible.

Here is some general knowledge about video.

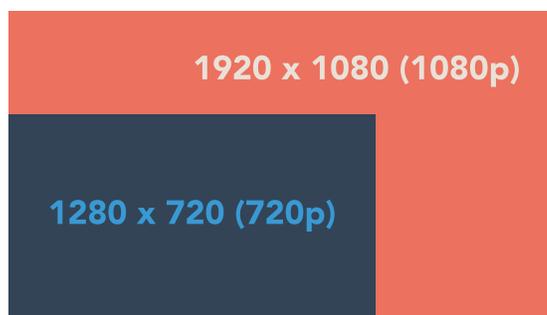
Videos work in resolution.

There are two types of resolution: Standard Definition (SD), and High Definition (HD). High Definition has become a preference and a standard in the video world, so we will focus on that.

Video resolutions are measured in pixels. These resolutions are:

- 1280 x 720 (720p)
- 1920 x 1080 (1080p)

Before you submit your video, there are a few guidelines we have for getting the best possible outcome for each video you have.



A visual representation of the most common video resolutions.

## Permissions:

We need to verify that we have the proper permission to use the video(s) you provide. Basically, if you took the video(s) yourself or had someone take them for the express purpose of illustrating your story, then our right to use those pictures is implied by you, the author. Please be sure the people shown in the video(s) have been informed of your intent to use their image in Open Bible publications or promotional resources. For children we are required to have written permission from their parent or guardians. We are also happy to credit the videographer if you provide the information.

# Cell Phone Video

Cell phones have come a long way in recent years, and they're still improving. Any modern cell phone will take video in at least 720p. While using a cell phone is probably the most common way to capture video, there are a few things to keep in mind.

## 1. Orientation

Maybe the most important thing when shooting video is orientation. Orientation is the way in which a phone is held when recording. Orient your phone horizontally when recording video to get the best outcome. While many modern applications for phones are ushering in a new way to record video vertically, it is harder for us to use this kind of video for the ways we wish to use it.

## 2. Zoom

Many cell phones use a digital zoom. With the exception of some phones, the digital zoom degrades image and video quality, which leads to a video that looks grainy and can become unusable.

## 3. Lighting

Many cell phone cameras take great photo and video, unless it's in the dark. To get great lighting in a video, be sure to keep any light source in front of the subject. This means that the person who is in the video should not have the light source, such as a window or the sun, behind them.

# Cell Phone Video (Cont.)

## 4. Stability

Having a stable camera greatly contributes to the quality of a video. When recording, use both hands to ensure that the video does not become unsteady. This is especially important in an interview setting.

## 5. Audio Quality

Many times, video can be unusable if the audio is not up to par. When recording video on a cell phone, it's very common to have poor audio quality. To get better audio quality while recording, be sure to choose a quiet spot that will not interfere with your recording.

Another thing to keep in mind is that the microphone on a cell phone is near the speaker of the device. Be sure to keep your hand from covering or wiping across the microphone.

These five guidelines can be the difference between a video that turns out great and a video that becomes unusable.

# Studio Video

There are many parallels between a conventional studio setup and a cell phone video in the principles of shooting video. Many of the guidelines for cell phone videos can be used in the same sense with a studio.

## 1. Lighting

As with cell phone videos, lighting is important in a studio setting as well. Be sure that the subject is well lit and clearly visible. If you have the resources, use three-point lighting with studio lights to get the best outcome.

## 2. Audio Quality

With any video, the audio is essential in getting a good end result. Be sure to avoid loud spaces and get rid of any unnecessary noise.

If possible, use an external recording device to get the best audio. Do not rely on the internal microphone on the camera. If you are able to get a direct input from a microphone into the camera, that will work best.

# Naming Conventions

## How to name your file

In order for us to keep an organized folder, files need to be named a specific way. This allows us to find our files easier when we need them!

When naming your file, use the following naming conventions:

### Date Example:

2018\_07\_31

Use a four digit year followed by an underscore, a two-digit month followed by an underscore, and a two-digit day as well.

### Content Example:

2018\_07\_31-Missionary\_Update

Along with a date, include a specific but brief content description of what the video is about. Separate the date and the content with a dash (-).

### Multiples Example:

2018\_07\_31-Missionary\_Update-01

In the case of multiple video files, use a two-digit number to specify the number of files in the group. Separate the number and content description with a dash (-).

# Uploading Your File

So now you're ready to upload your files to Open Bible!  
The process for uploading your files is stated below.

**\*Note: If you have multiple files, please compress or "zip" your files before you upload them. To compress your files, continue to page eight for a compression guide.**

## 1. Visit the Open Bible Website.

Visit [www.openbible.org/media-drop](http://www.openbible.org/media-drop) in your favorite browser.

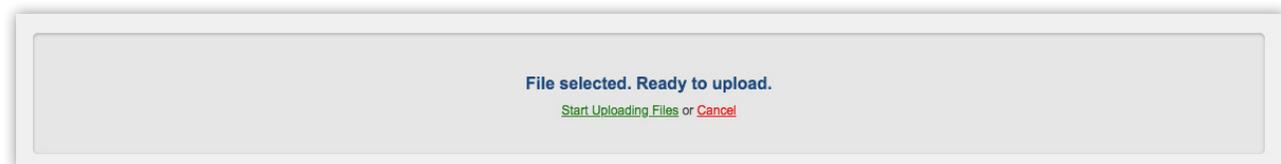
## 2. Be Sure Your Files Meet the Preferred Guidelines.

## 3. Drag & Drop Your Files in the Media Drop Window.

- If needed, click the window to select a file.

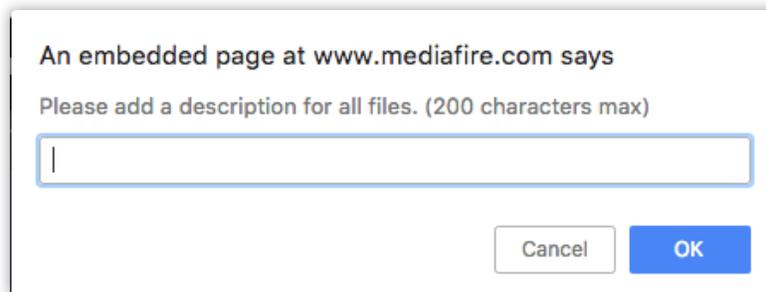


## 4. Click the "Start Uploading Files" Link.



# Uploading Your File (Cont.)

## 5. Give a Short Description of What You're Uploading.



An embedded page at [www.mediafire.com](http://www.mediafire.com) says

Please add a description for all files. (200 characters max)

Cancel OK

## 6. Finished!

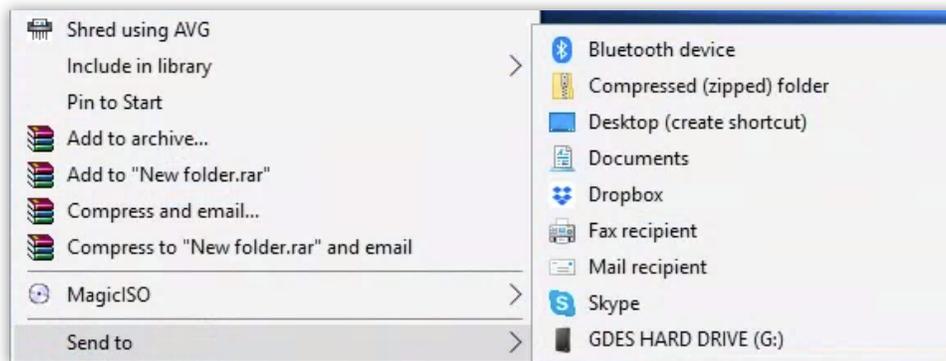
Once you click OK, your file will start uploading. Depending on your Internet connection, upload time can vary.



# Compress Your Files

## Windows

1. Place all of your files in a folder.
2. Right-click on the folder.
3. Highlight "Send to..." in the menu that appears.



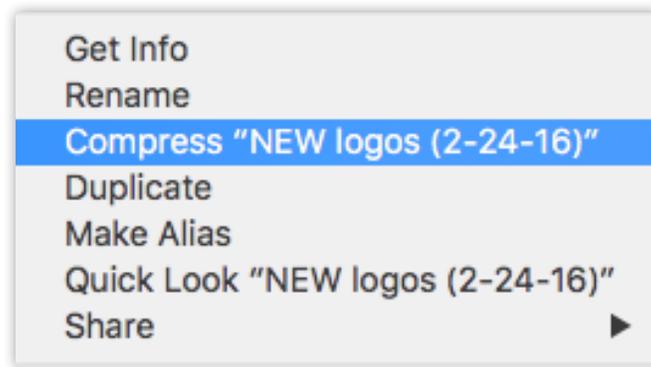
4. Click "Compressed (zipped) folder".
5. Continue the upload process with the zipped file.

For the Mac guide, continue to page 9.

# Compress Your Files

## Mac

1. Place all of your files in a folder.
2. Right-click on the folder.
3. Click "Compress folder".



4. Continue the upload process.

Thank you for your interest in uploading a file to Open Bible! We appreciate you taking the time to read through these guidelines. We want to ensure that everyone can enjoy the best outcome we can provide!

— Open Bible Communications Team



# OPEN BIBLE<sup>®</sup>

CHURCHES

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## VIDEO RELEASE

I hereby give permission to Open Bible Churches to use my name and photographic likeness in all forms of media for promotion, trade, and any other lawful purposes.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

If the video features someone under the age of 18:

I, \_\_\_\_\_, am the parent/legal guardian of the individual named above. I have read this release and approve of its terms.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



# MESSAGE

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