



FIREFIGHTER

Craftsmanship

VIDEO

CHEAT SHEET

A Quick Guide to help you film a training video that firefighters actually want to watch. Your cell phone, a few tricks and some formatting basics and you're on your way to spreading some knowledge!

Framing

Always make sure to turn your phone to the side and film with it in Landscape mode. Filming in Portrait mode will leave you with those Big Black bars on the side and we can't use it for the show.

Get close to your subject and try and fill the frame. Don't use the zoom in the camera instead move closer.



Audio

Audio is actually more important than the video quality. Make sure you're in a quiet spot without background noise. Apparatus Bays have too much of an echo so try and steer clear if possible. Your in-camera mic is ok but if you have the option of attaching an external microphone use it! Rode Mics are good if you have to purchase one.

Stability

The best way is to attach your phone or camera to a tripod. If you don't have one you can secure it using a stable object or leaning it up against something solid. If you need to hold the phone try and use two hands and keep the camera at chest height and close to your body to minimize camera shake.



Length

Try and be as concise as possible when making a training video. You can always film and release multiple parts if necessary. The fact is firefighters won't watch a training film that is much longer than 3-4 minutes. Set a goal for less than 10 minutes and trim any unnecessary content.

Share It!

There are tons of platforms that will host your video for **FREE**. YouTube, Facebook and Vimeo are all great spots. Be sure to upload the video to each platform individually to get more clicks and exposure vs sharing a link. Remember these examples are competitors of one another and they love "native" content.



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If you have questions or want to share your video on Firefighter Craftsmanship don't hesitate to ask! Contact us at www.firefightercraftsmanship.com and we'll be glad to assist.