



# Filming guide – St David's Day

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Over the St David's Day weekend, we'll showcase the best of Wales to the world across social media as part of our digital festival. We'll tell the stories of the people, culture, businesses and communities that make our epic land so special.

You can help us by submitting your videos answering the questions:

- What do you love about Wales?
- What inspires you about the nation and people?

We'll be using these to create a celebration video featuring our global diaspora.

Send your video to [Enquiries.Wales@gov.wales](mailto:Enquiries.Wales@gov.wales) by 15 February.



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## 01. Can you find someone to help?

It may be helpful if somebody else from your household could ask you the questions – that way, you don't need to worry about a script, and it will flow like a conversation. And remember, we won't be using the question, so where possible, please answer in full sentences.

You can speak directly into camera, looking into the lens. See the imagery below:



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## 02. Find a flat surface to rest the phone on.

This is where the other person may also be able to help, but if not, perhaps you could rest the phone against some books, or on a stand. Ideally the steadier the phone is, the better the end product will look.

Can we ask that you shoot your interview **twice**. Once in landscape, and then again in portrait. This will help us with the different versions we need for the different platforms.



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### 03. Find a quiet spot.

For the sound to be at its best, it would be good to find a quiet spot to record in. If you're outside, remember that the wind may be an issue, so try and find a sheltered spot. If you're inside, turn the TV off and try and find a quiet space in the house.

### 04. The secrets of the edit.

We have a team of people in an edit suite who will take what you say and edit it. Of course when we do this, we need shots to help us 'paint' over the edits. Otherwise there would be a jump cut. We call this 'overlay'.

Imagine that someone is being interviewed about their dog. And they tell a funny story about that dog. What's great in that circumstance is that the film would include shots of the dog, whilst the person is telling the story.

So, this is where we need you to be a bit creative. Once you've finished your interview, it's time to film some overlay shots of the things you've talked about.



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## 05. It's good to talk.

There's nothing we like more than to help.

If you need any advice on how to film this content for us, then call the Orchard Production Team on +44 (0)2920 100888 or email [Shannon.Thomas@thinkorchard.com](mailto:Shannon.Thomas@thinkorchard.com) and they will be happy to help.

