

The Art of the Interview: Creating Better Interview Videos

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The Art of the Interview: Creating Better Interview Videos

Working with nonprofessional talent is one of the greatest production challenges.

Whether interviewing a CEO, a child, or just the person-on-the-street, find out how to get compelling sound bites and have your subjects look and sound their best

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Some of what we will cover in this session

Developing a rapport with your subject

Prep - Doing a pre-interview

Interview strategies

Selecting the best camera placement

Interviewing with editing in mind



Check out Adobe Stock

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Types of Interviews

Documentary

Man on the street

Executives/Subject Experts/Employees

Children

Events - Weddings, Corporate/Conference, Social

Doctors 🤖

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Hardware for the Shoot

Camera

Sticks

Audio (Mics - lavalier, shotgun, boom, DSS)

Lights

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You and the crew

One man band

ENG - 2 Person crew

EFP - 3/4 person crew

Money to burn - 💰

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Dual Sync Audio

Separate Audio

Zoom h4n

Pro Inputs

Stereo Microphone

\$200 on Amazon



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Zoom h4n

Smartphone microphones

i-XY ~ \$120

smartLav - \$80

<http://www.rodemic.com/>

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Scouting for Tech and Room Requirements

Look before you leap - Choosing your space

Listen up - Sound

Bright ideas - Lights

Shiny objects - Distractions

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Where should every thing go?

Camera Placement (location and height)

Talent Placement

Interviewer placement

Choosing the right lens/focal Length

Depth of field

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A few tricks and strategies

Leveraging Multiple cameras

Shooting 4K

Adobe Live logger

Sound suppression

Great Lighting on the cheap

Adobe Live Logger

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Building Trust

Before

Email, Phone, Learn, and Meet.

During

Connect

Conversation

Listen

Dont jump in

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Interview Techniques

Explain what will happen during the shoot

Listen

Don't cut off

Don't ask yet or no questions

Wait and nod

Follow-on questions

Don't be afraid to ask for another take.

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Interview Techniques

Ask follow up questions..

Follow up: write down 1-3 words - kernel idea only

Wait. Wait some more. Yeah, even longer.

Lean in

The one finger trick.

Repeat the last three words

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Interview Techniques

Long answer? Too long? Ask for it again or repeat it in a more concise manner

Yes, you're leading the witness

Reminder: Audience won't hear the question

Soundbites not sentences

Coach with keywords.

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"High Profile" Interviews

Limited time

One question for rapport - ask about something you know they love!

"I want to make sure you look your best"

"Feel free to do it again"

Even the best actors do multiple takes

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Scientists and techies

“Explain it like you would to your mom”or a kid

Can you explain it in a single sentence or two?

Avoid jargon

They won't know they're using it!

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Interview Techniques

Nervous people

Start recording right away “it's just a couple of practice questions”

Cover red light with gaffer tape

HAVE A CONVERSATION!

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Phrasing it right

It's never, ever wrong

Hmm...could it be tighter?

“Video tends to flatten one's performance. Could you try a little more energy?”

Blame it on gear

I like it - but could you make it shorter?

We got it - could we get a backup

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Special Situations

Kids

Weddings

Man on the street

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Shooting extras

Multi-camera

room Tone

Hands and objects in the room

“Reaction shot”

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Camera position and angle have meaning

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Shot type type

Wide shot - scenic - distant. Great for showing location

Medium shot - traditional - objective.

Close up - personal

Extreme close up - personal/emotional.

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Shot type connotes emotion

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Extreme close up - personal/emotional.



Vertical positioning

Above = minimizing

Level = equal

Below = Important

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slightly above



eyeline/level



slightly below

Common framing mistakes

Not leaving room for graphics

Shooting someone in the middle of the frame

Bright backlit window behind subject

Shooting everyone on the same side of the screen

nearly all happen because you're rushed

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Organizing and Cutting

Pre-organize footage in folders

Toss the junk

Assess if there is problem with the footage

Start to develop the story in your head.

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Editing

Less is more

Cut, cut , cut

B-roll

Morph edits

Audio

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