

What is a video diary?

A diary is an intimate document of where you are in your life at a particular moment. A video diary offers the chance to convey even more of who you are and what you want to say. *Facebook Diaries* is an unprecedented opportunity to be heard. Known. Understood.

You have a story like none other. Put yourself out there: create a Facebook Diary.

- Every two weeks, *Facebook Diaries* will announce a new topic, an invitation for you to unleash. To dare. To finally say what only you can say.
- Tell *your* truth. About you. About life. About whatever you think the world should know.

Where do I shoot my diary?

- Find a space to shoot your diary that offers you privacy and minimal interruption. The flow of ideas is a vital expression to protect. Put yourself in a place where you can be completely you.
- As you film, be mindful to avoid capturing any visual or sound images that are copyrighted material, or artistic works generated by someone else (including, but not limited to storefronts, songs, paintings, photographs, logos, and trademarks).
- Ideally, your setting will be free of other individuals as well, but if they do appear, please be aware that, if your video is part of an episode of *Facebook Diaries*, all individuals on camera must sign appearance releases.

When do I shoot my diary?

- Give yourself the proper time to spend with your thoughts on camera. Decide what time of day will give you the most freedom to say what you think, how you feel.

Why should I shoot a Facebook Diary?

There is no one else like you. This is an opportunity to tell your story. Do it.

No matter what you use to shoot with, or how you decide to light and compose your shot, the heart of what you offer *Facebook Diaries* is your willingness to explore and reveal who you are.

Say it. Shoot it. Share it.

How do I shoot a video diary?

The camera isn't the story. You are. Use whatever camera you have access to, including the video function of your digital still camera, or:

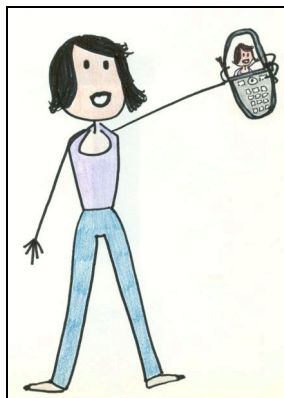
- Camcorder



- Web cam



- Phone cam

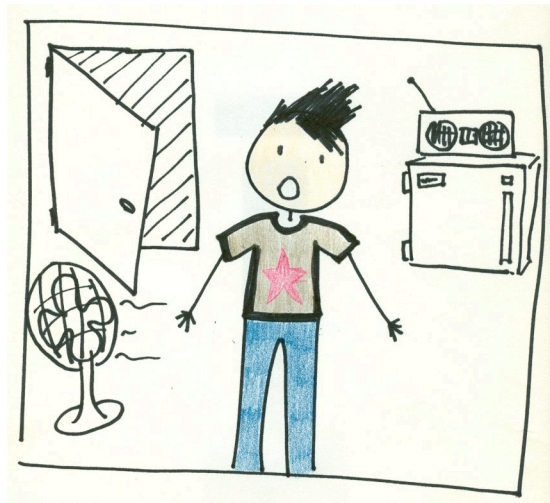


- Anything that records video that you can upload will work.
10 Tips to help you create a compelling video diary:

1. **Be honest. Be yourself.**
2. **Make sure your microphone is recording sound.**
3. **Know that wind will ruin the sound you microphone is recording.**
4. **Don't shoot with your back against a bright, open window.**
5. **Don't shoot in the dark (if you do, test what it's going to look like).**
6. **Rest the camera on something stable so it doesn't shake.**
7. **Don't have brand names in your shot.**
8. **You'll look more interesting being slightly off-center in the frame.**
9. **If there are lots of things moving behind you, it'll be distracting.**
10. **Re-read Tip #1.**

Sound

- A simple guideline for sound recording is that the further away from the microphone the person talking is, the more the microphone will pick up other sounds in the environment.
- The microphone on your camera will hear things that your ear will not. For example, your camera mic will amplify the sounds in the background that you usually just ignore, such as the whirr of a fan, chatter from outside, low volume radio, or hum of a refrigerator.



- Outdoors, the mic will pop from the wind that your ear adjusts for automatically. The further away from the mic you are, the more important it will be to eliminate or dilute ambient sounds.

A trial run will always help you determine the quality of the sound in your diary environment.

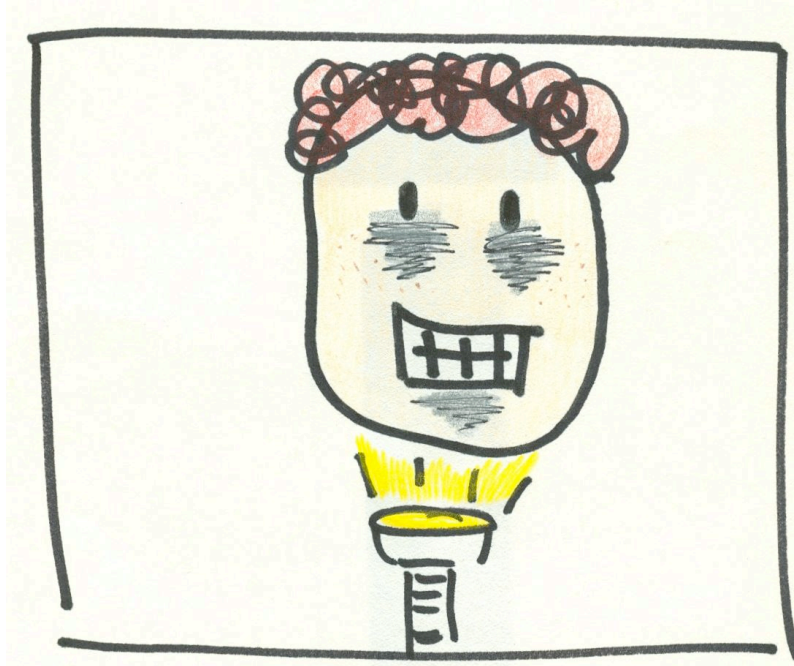
Lighting

- The purpose of lighting is to provide clarity and mood.
 - Shooting in the dark usually doesn't work; test low-light situations first.
 - The light should point toward your face, ideally slightly off center to show the detail in your face. The more the light is to either side of your face, the more shadow you will create.
 - If the shadow becomes unattractive, you can use an additional light on the other side of your face—a “fill” light—to illuminate the shadowed part of your face.
 - Be aware that light coming directly from above you is likely to create shadows over your eyes.



- If your main light source (outside, for example) is above you, you may want to “bounce” the overhead light off of a large, white piece of cardboard or towel below you to fill in the shadow.
- Light coming from behind you will render you in silhouette on camera. Again, this may be a visual that appeals to your story, but if not, make sure to face the light.

- Having your main light radiating up from below you will appear dramatic to the viewer, but note that it may be off-putting if you're trying to express yourself in a natural, conversational manner.

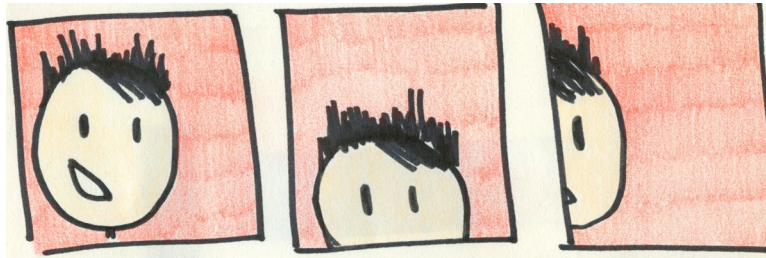


- Familiarize yourself with the “temperature” of the lights you have available, and the different feelings they might evoke in harmony or contrast to what you're saying. For example:
 - Fluorescent light may feel “cool” or clinical emotionally
 - Candlelight may suggest “warmth” or sensuality.

Stability

The more stable the image is, the easier it will be for the viewer to pay attention.

- “Stable” means that the image is hitting the eye in a way that it understands quickly. A flowing, moving camera is not static, but it produces a steady image that doesn’t make the viewer feel disoriented.
- A jittery, wobbly camera forces the eye to try to figure out what’s going on, and is more likely to detract from the story you want to tell.



Keeping your camera still will give you the best shot. Rest the camera on an immobile object, like a shelf or table. If you’re holding the camera, try to keep your arm still.

- Holding the camera by hand to capture your own image can be quite effective as long as you are aware of keeping the image balanced or moving smoothly.
- As your arm fatigues over a longer period, your image will become more jittery and distracting.
- The further away from the image a handheld camera is, the more difficult it is to keep the image stable. Distance will magnify camera jitter.

Composition

Even when trained on still images, the eye is always in motion, so how you frame yourself in the shot will have a specific effect.

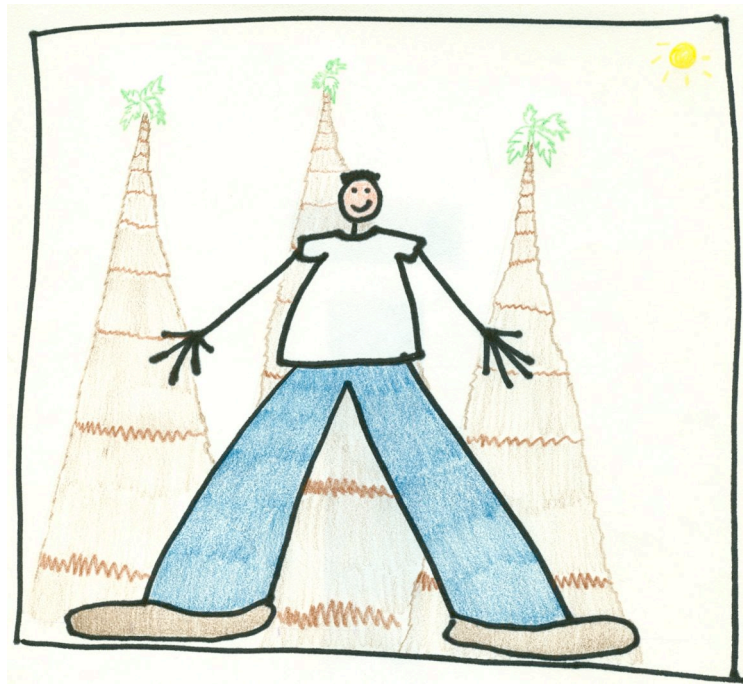
- Placing yourself slightly off-center in the frame gives the eye more to explore, and is usually more effective for a video diary.



- Under special circumstances (lots of action), focusing on the center of the frame can be quite effective.

Perspective

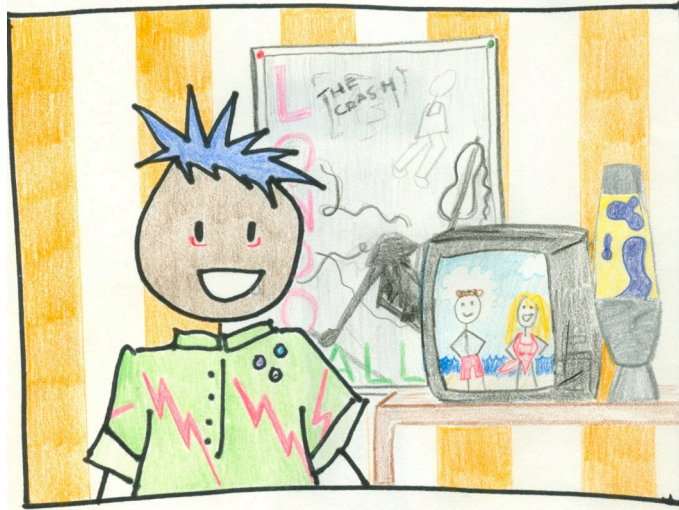
- Video is a flat picture, but you can give the perception of depth by increasing the amount of distance between you and the background behind you.
- Placing objects in the foreground with yourself in the background can have the effect of directing the viewer's eye to those objects, which may not be what you want.
- There may be instances, however, when you do want the viewer to focus on the foreground over you speaking in the background. If you were doing a diary about "My Beautiful Feet," for example, you might want the camera looking at you past your toes.
- Angles can help your story. If you want to tell a story about how great you are, placing the camera at a low angle—beneath you, looking up—can make you look dramatically bigger.



- If you're telling a story about not feeling so great, a high angle—the camera looking down at you—will make you seem smaller.

Environment

- It's important to control your environment in such a way that you are the most interesting image in the picture, unless your diary is about a particular object or other image you want to feature.



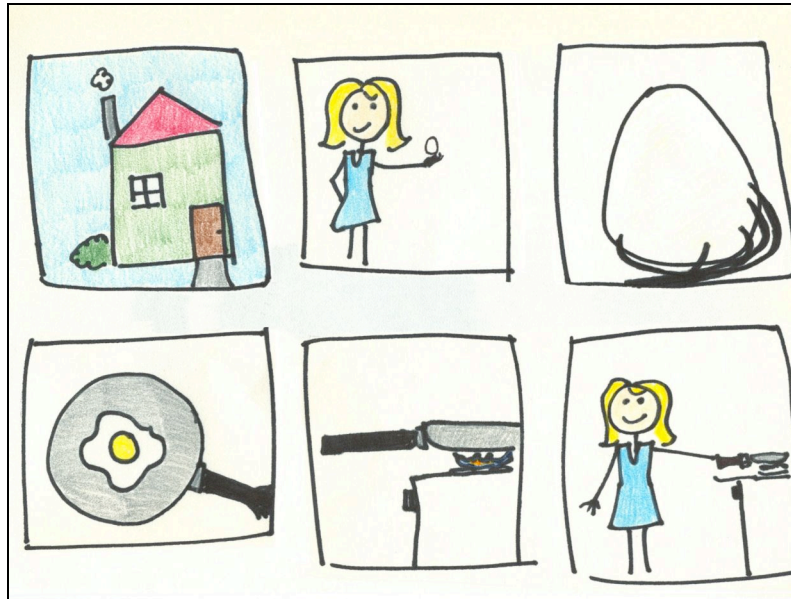
- If there are other objects moving in the background, you will be competing for the viewer's attention with those moving objects, and what you have to say may get diluted.



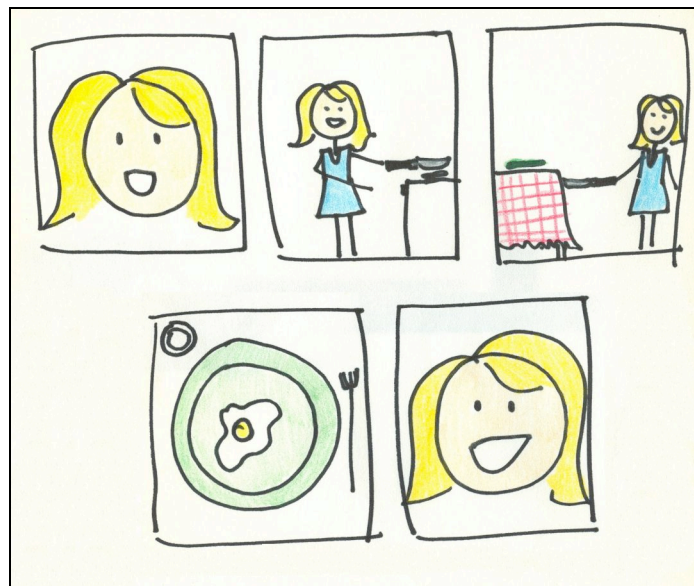
- Written information, although it's not moving, is also distracting because our eyes are drawn to it.
- Complicated patterns and bold colors also excite the eye, so be aware of your setting as you select and manage your environment.

B-roll

- Shots of objects and locations that relate to your story—“B-roll”—can help set the mood or illustrate points you want to make while telling your story.



- Cutting back and forth between yourself and your B-roll is one way to use visuals to direct attention to what you're saying.



Editing

Editing is a way of controlling not just the length of a diary, but also the rhythm of how your story unfolds.

- Most people will not edit their *Facebook Diaries*. Diaries can be edited as much as you wish, or sent as raw and uncut as you like. Any way you choose is the right way.
- You may use as many cameras and shots as you desire.
- There are a multitude of programs available for editing on your own computer, all of which contain their own set of tips.
- Be sure to work from a digital copy of your diary, rather than the original file.

Finally...

- To post your diary online, go to Ziddio.com and follow the *Facebook Diaries* instructions to upload your video. Your file can be up to 100 MB, approximately 7 minutes long. Quicktime and MPEG are the preferred file formats.



You've uploaded your diary. You've made a statement. Celebrate.

The end is just a beginning.