

# GVCC Guidelines for Video Programs (Showtime, Travelogue, etc.)

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Save your video at a resolution of 1080 p as an mpeg-4 file on a disc or flash-drive. Give it to the coordinator by leaving it in an envelope in appropriate folder of the monitor's desk. Print your name, email address, and phone number with the title and length of your program on the envelope. (Check Eventbrite to see when a class on how to do this is offered, or contact the coordinator if you need help.)

You can check our website ([www.gvcameraclub.org](http://www.gvcameraclub.org)) to see what is scheduled for the next presentation as well as for the coordinator's contact information.

## When to Submit

If possible, submit at least a month in advance of when you expect it to be shown. We'd like a pool of submissions from which we may draw for each show, while trying to provide varied content. For that reason, your program may not be used at the show immediately following your submission.

If you have any schedule concerns (i.e. you will be leaving for the season, etc.) attach a note to your program when you submit it and we will try to schedule it accordingly. When your program has been scheduled, you may be contacted by email for an appropriate still image and brief write-up for use in promoting the show.

## Format of Programs

**We can currently project best from computers that utilize Quicktime or VLC Players to play mp4 files of about 1080p. Other formats that have worked in the past include m4v and dvdproj. For DVD submissions, see below.**

## Testing Programs

Fully test your program before you submit it. Regardless of the format you choose, peruse your entire show before you submit it. We will project it at the highest resolution possible considering its resolution upon submission and the abilities of our equipment.

## Timing Guidelines

The optimum length for an individual program is 5 to 7 minutes for Showtime and 12 to 20 minutes for Travelogue. If the subject requires more time, break it into multiple menu items so that an individual segment can be played. Additional segments can be viewed consecutively or at different meetings as scheduling permits.

Typical still duration is 3 to 5 seconds without a caption and 5 to 8 seconds with a caption.

If you are going to have an introduction or Q&A session (before or after, this time should be identified when you submit the program so it can be added to the total time allocated. Usually 1-3 minutes is adequate. Meet with interested individuals after the show if more time is desired.

## **Subject Matter**

Showtime generally focuses on techniques and short subjects, Travelogue on travel adventures of longer duration. Each appeals to a general audience, rather than an individual's own family or circle of friends. You may find that making a separate "We Were There" Chapter while you work on your program will serve well when your family views a more personal version of the program. Avoid reusing the same still shots. Instead, try to or supporting subjects.

## **Narration and Soundtrack**

If the program includes a narration track as well as a background music sound track, remember that the volume levels cannot be adjusted individually and the ability of the audience to hear the narration will be influenced by the room acoustics and the sound system being used. We have the ability to control sound track volume separately from the microphone at Santa Rita Springs.

You may want to consider live narration or experiment with ducking music tracks during the sections with narration when you are preparing your program. Remember that the narration should add to the presentation, not just identify items that the audience can see for themselves.

The still timing should match the narration (not the other way around). Most slideshow development programs allow you to match the slide timing to the length of the narration so you can speak at a natural pace and have the slide duration automatically set when you finish speaking.

If there is to be a live narration, the slide timing should be set long enough to allow the narration to keep pace with the show. Pausing and restarting the show is not recommended.

## **Menus**

Always have a menu screen at the beginning of the program, even if you only have one menu item. It can serve as a backdrop while any introductory comments are made and then the program can be started upon command.

Each menu selection should have a theme and does not need to follow a chronological order as this often results in too long a show. For example rather than have a single selection titled “Our Visit to Venice”, you might have menu selections titled Canals of Venice, Museums of Italy, etc. and only show one at a particular Travelogue.

## **Transitions and Effects**

Be careful in your choice of transitions and special effects. Using more than 2 or 3 transitions and/or changing transitions frequently can be distracting to the audience. Transition durations of 3 to 5 seconds normally work well.

If you use pan, tilt, and zoom effects, use them when they enhance, not just to give close up shots of things that are already seen and understood by the audience nor to focus in on a trivial portion of the photo. Any included video clips should fit with the program as a whole. Adjust transition, narration, other sound tracks and surrounding stills accordingly.

## DVDs

We no longer recommend the use of player-ready DVD's. However, we have a test station at the Camera Club. It is important that ALL disks be tried in advance on the equipment that will be used for the presentation so that any problems can be identified and resolved. Recognize that player-ready DVD's will only burn and play at lower resolution than files saved as recommended (see above).

## For Additional Educational Opportunities

Classes and Workshops involving the making of programs are held through the year and include using iMovie, iDVD, Pro Show, PhotoShop Elements/ Premier Elements as well as Microsoft PowerPoint.

For even more opportunities, the Multimedia Special Interest Group (SIG) addresses a wide variety of advanced topics applicable to many platforms.

Consult the Camera Club ([www.gvcameraclub.org](http://www.gvcameraclub.org)) on line Activity listing in Eventbrite to see when various Classes and Workshops that are being offered

In the final analysis, subject matter, composition and lighting, remain the key elements in a well received presentation.