

Guidelines:

Step 1: Select a location

- POINT CAMERA AWAY FROM WINDOW OR LIGHT SOURCE: Don't record your subject standing in front of a window or a large background light source. Instead, have your subject face the window or light source.
- GIVE THE SHOOT SOME DEPTH: Avoid shooting your subject standing flat against a wall. Having your subjects take several steps away from the wall will give your shot more depth.
- SHOOT IN A QUIET ENVIRONMENT: Avoid recording in noisy environments; get closer to your subject if you must record in a noisy location.

Step 2: Set Up

- SHOOT HORIZONTALLY (LANDSCAPE): When capturing video please hold your phone horizontally.
- HOLD YOUR PHONE VERY STILL OR USE A TRIPOD IF POSSIBLE
- ALWAYS USE THE BACK CAMERA: Smartphones come equipped with multiple cameras. The front camera is usually less advanced and captures lower resolution video. Also refrain from zooming on your smartphone camera.

Step 3: Frame the Shot

- COMPOSE YOUR SHOT: With the top of the frame just above the subject's head.
- CENTER THE SUBJECT: Speaking directly to the camera, center the subject in the frame.
 - Tip: If you like, consider looking just next to the camera, as if you are speaking to an interviewer.
- SPEAK LOUD AND CLEAR

Tips:

- The video must not contain music of any kind.
- The video must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The video must not disparage JJI, its affiliates, its products or services,
- The video must not feature brand names or trademarks other than those owned by you;
- The video must not contain content not created by you;

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Video Guidelines & Tips

- The video must not contain content that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- The video must not contain content that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The video must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where video is created.

You must have permission from anyone who appears or speaks in the video or who provides content to you for the video.

We reserve the right to disqualify any video that it determines, in its sole discretion, is not in compliance with these guidelines or is otherwise not in keeping with JJI's image.