SERVE
THE CITY

VIDEO & PICTURE GUIDE

Follow these instructions to take awesome pictures and videos during your Serve the City project. We are requesting videos but would like some photos as well—this will help us celebrate what God does through Serve the City!
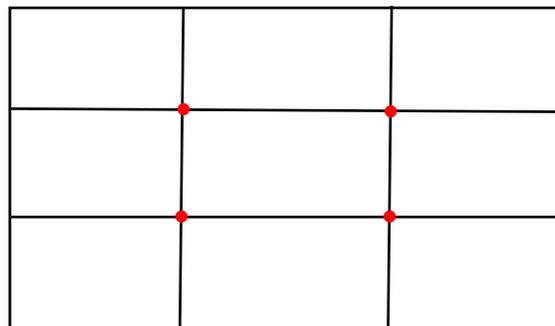
Tech Tips:
1. Please assign one person in your group to be responsible for taking all videos, as well as any pictures.
2. Record all video in 720p or 1080p quality. (Standard/Low-quality videos do not display well on the large screens.) If you can, take video at 60 frames per second (fps.)
3. You may use any recording device, including iPhones, iPads, and any other smartphone or tablet capable of recording in at least 720p format.

ALL videos recorded using an iPhone or similar device should be recorded in landscape - with the phone sideways/horizontal. Remember, you can use one of the volume buttons as the shutter button!
No portrait-style videos.

Creative Tips
1. Follow the Rule of Thirds. As you frame the picture or video scene, divide the view into thirds, both horizontally and vertically, forming nine parts. Place the shot's point of interest at one of the figurative points of intersection (see figure below.)

2. Get the right angle. Look to capture the video or photo from a unique angle or perspective rather than just straight on or eye-level. Lay on the ground to get the shot or get on higher ground to get another perspective.

3. Staged or candid? Both have their advantages, but candid photos tend to capture the reality of the moment.

Other Considerations:
1. Be sensitive. Take care not to ruin the moment by taking pictures or video at the wrong time or in the wrong way. The moment is more important than the picture, so don't ruin it by snapping away!
2. Ask for permission. It's always a good idea to get permission from people before you take their picture. If there are children in the picture, get a parent's consent.
3. Be patient and aware. Capturing good pictures and video takes patience and awareness. So be watching, get set up, and get the good shot.

Submitting Videos and Pictures
You may submit videos and pictures from your computer, smartphone, or tablet.
1. To submit your videos and pictures, please go to the link at the bottom of this email.
2. Once there, click the button that says, "Choose files" or "Choose from computer" (depending on the device you are using).
3. Select the files and click "Done" or "Choose" (depending on the device you are using).
4. To add more files, click the "Add another file" link.
5. After you have all files listed, fill out the form with your name and email address.
6. Click the "Upload" button.
7. Do not close your web browser until all files have been uploaded and sent to Eagle's Landing.

Video Submission Site:
https://tinyurl.com/elfbcserve

Posting Pictures on Social Media
We also encourage everyone on your team to post photos and videos of your projects on their social media images of what God is doing through Eagle's Landing and Serve the City!
• Use **#servethecityel** when you post your photos, so we will be able to find them.
• Please note: If your accounts are set to private, we won't be able to see your photos, even if you use our hashtag.

If you have any questions, email **creative@eagleslanding.org**