

Technical Manual on Video Production for Angry Brains

As a rule: It's better to shoot too much than too little, so we have options!

Please email us your responses to the following points as soon as possible:

- ☐ What social benefits do you hope this subproject will bring? (at least 0.5–1 page)
- ☐ Please describe your project (0.5–1 page) using as simple language as possible—no technical terms!
- ☐ Please provide an address where we can send you an envelope containing an assignment for the teaser!

What kind of material we need from you (LANDSCAPE ORIENTATION):

- **Your test settings:** show us where questionnaires are filled out, where participants arrive, where imaging procedures are performed, what equipment is used, and actual testing sessions, if possible (all camera shots possible – see a list of possible shots below)

➔ For this, silent video clips of 10–20 seconds each are sufficient

- **Your work environment**, e.g., analysis spreadsheets, brain scans, studies, SPSS, filming each other while working, etc. (Any camera settings are acceptable, but no fotos!)

➔ Short video clips of 10–30 seconds each, without sound, are also sufficient for this

➔ Feel free to set your phone down somewhere in the office and let it record during an exciting discussion among yourselves or funny moments together, while you're visible in the frame (Note: This would also require audio recording)

- **Introduce yourselves:** Who are you? – Show us the team (of course, only those who want to be seen)

➔ Introduce yourselves by name, explain what you do, and tell us what interests you about this specific subproject

- **Film social moments**, such as when you're having fun at work, when you have to work together to overcome challenges, when exciting things happen, or when you share inside jokes! The more unique your footage is, the better we can showcase your team!

- **Please answer the following questions on camera:**

1. What makes your subproject special? (max. 2 minutes)
2. What do you hope to discover? (max. 2 minutes)

- We also need **one person per project to appear on our YouTube cover photo:**

☐ Please select a researcher who represents your team on the cover photo

☐ Send us a high-quality, appealing, well-lit photo showing you from the waist up, facing the camera—preferably in front of a neutral background

- **Special Note for Social Media Teasers (PORTRAIT ORIENTATION):**

➔ Please record in portrait orientation at a **9:16** aspect ratio! (Note: Sometimes portrait videos on cell phones are set differently or cropped—please check to make sure you really have a 9:16 aspect ratio)

- ➔ Check that the audio and video are clear, i.e. no background noise, and the person in front of the camera is clearly visible without any shadows on their face
- ➔ **Open the envelope we sent you on camera and therefore film the task only once!**
Only re-film the task in exceptional circumstances such as if you experienced technical issues so that we can capture situations that are as authentic as possible
- Please include the **participants' consent forms** if you are permitted to film them

How should the footage be recorded?

- **Record everything in landscape orientation, except for the teasers, which should be in portrait orientation**
- Each group should use the phone with the best camera quality and set it to the highest resolution (e.g., 4K)
- Please film everything with the rear camera, not the front camera
- Test your audio and the ambient noise level before sending us the final recordings—can you be heard clearly, or is there background noise?
- Keep the camera steady, level, and stable
- Watch out for camera shake, fingers on the lens, or breathing loudly into the camera
- Don't leave too much space above the heads of the people in front of the camera (about a finger's width of headspace when you place your finger on the screen)
- Please send us your outtakes, too! We'd like to use them to create a social media video at the end, and we'll include our own videos of the moderation in it as well
- We've attached a selection of shot sizes for you at the end

Compact TIMETABLE:

- ☐ Mailing address for teaser envelope (**ASAP**)
- ☐ Response regarding project relevance and project description via email (**ASAP**)
- ☐ Recruitment feedback (**Oct. 15**)
- ☐ Testing videos (**Oct. 15**)
- ☐ Work session videos (**Oct. 15**)
- ☐ Team Introduction videos (**Oct. 15**)
- ☐ 2 Questions on Camera (**Oct. 15**)
- ☐ Photo for Cover Image (**Oct. 15**)
- ☐ Social media teaser (**Oct. 15**)
- ☐ Outtakes (**Oct. 15**)
- ☐ Consent forms from participants (**Oct. 15**)
- ☐ Feedback loop on the material (**Oct. 31**)
- ☐ Final approval of scripts and finished videos (**by Tim Seyrek**)

Technical Checklist

- ☐ Everything in landscape orientation (16:9) except for the teasers, which should be in portrait orientation (9:16)
- ☐ No background noise in the audio recordings
- ☐ Voices should be easy to understand when you're explaining something
- ☐ Set the group's best phone to the highest video quality
- ☐ Use the rear camera, not the front camera
- ☐ No camera shake, fingers on the lens, or breathing noises while recording behind the camera
- ☐ Not too much headspace (max. 1 finger width on the screen)
- ☐ Video footage labeled (e.g., with "Outtakes," "Test Setting," "Teaser," etc.)

Explanation of camera shots and shot sizes:

Long shot: Entire buildings are shown from the outside; entire rooms, including the ceiling; the widest possible exterior shots

Medium shot: Interior shots, e.g., when you place a camera in the corner and film the entire room—from head to toe

American shot: You're shown from the head down to the knees

Semi-close-up: You are shown from head to hips

Close-up: You are shown from head to shoulders/chest

Detail: The focus is on a specific detail—for example, your eyes, hands while writing, filling out questionnaires, computer screens, devices with lights on, etc. – very nice for us to use, please send us those too!

Over-the-shoulder shot: You film from behind, over the subject's shoulder—for example, when researchers are sitting at a computer—approaching from behind and filming over their shoulder towards the computer, then holding the shot for a few seconds

Camera pan: Pan the camera from one corner of the room to the other or top to bottom, bottom to top, left to right, right to left (Make sure the footage isn't too blurry due to the speed and that everything is still clearly visible).

Here are some more examples: <https://de.wikipedia.org/wiki/Einstellungsgr%C3%B6%C3%9Fen>