

# FILM PRODUCTION FOR THE WORLD JADE SYMPOSIUM



## INTRODUCTION

One of the greatest features of the first WORLD JADE SYMPOSIUM was the number of posts, photos, and videos submitted by the carvers. We would like to take your enthusiasm for sharing and documenting to the next level. In order to create an in-depth and compelling documentary film about this year's WJS we need your help! We are producing four web episodes to be released during the course of the symposium and a final documentary film to be shown at the Vancouver exhibition in November. Film credits will be given to featured carvers and videographers in all productions. Here are a few helpful hints to achieve better filming results to submit for the documentary. Now now don't be shy.....be heard and be seen by the world! Share your story in this historic event!

### QUALITY OF FOOTAGE:



This shouldn't be too tricky as most video devices these days shoot HD video. The magic number you will notice on most video devices (including the latest iPhones) is 1080p resolution. This is full HD and an ideal quality for your video submissions.

**GEAR** - Don't worry, iPhones (later models) will work in a pinch. Newer point and shoots will too, and if you are lucky enough to own a new DSLR you are off to the races., and lets not forget about GoPros. These work a charm, just remember to get CLOSE! If you're having problems with gear or can't manage to both carve and film...call a friend, a wife or Nat Geo. Get creative and have some fun.

### TIPS ON HOW TO SHOOT:

**STABILITY** - Steady! Steady! Steady! No one likes a bunch of shaky footage, so unless you have experience in hand held video production and know what you are doing, use a tripod, table, or tape it to your forehead. Some hand held footage works (pans, tilts and studio walk-thrus) but when in doubt lock it down.

**ANGLES-** Just remember **Wide, Medium** and **Close-Ups**. 80% of movies open with a Wide angle to establish the scene (city scape, countryside etc), then move to a medium angle (people on the street, farmer in the field) and then to a close up (cigarette in fingers, hands gliding through wheat). In other words, tell the viewer where you are before you get into the details of what you are doing. Lure us in. Shape your story. NOTE: ALWAYS SHOOT HORIZONTALLY NOT VERTICALLY.



**10 SECOND RULE** - There is no max time for video clips (please be kind to the editor), however try not to shoot a clip less than 10 seconds long.

**AUDIO** - Often times Interviews and narration is a good way to drive the story. Just remember to speak with PASSION and

ENERGY. On-camera audio is generally terrible so try your iPhone voice recorder. Put it on your lap or in your chest pocket and speak to the camera. Note: If you are talking we DO need to see you talking. Faceless voices don't work in most cases. Submit both video file and audio file and the editor can match them together.

**STORY** - In the end its all about story. Tell us your story about jade and life as a a carver. Answer these questions in descriptive detail and you should have the pillars of a good story; WHO is it about? WHAT is happening? WHERE is it taking place? WHEN is it taking place? WHY is it happening? & HOW is it happening?

**THINK SMALL** - In this day and age of A.D.D. we love small detailed stories. Remember, there are four episodes plus a final documentary we need content for, so don't wait until the end to submit video. For example one story could be "Decisions Decisions - What the hell am I going to carve?" Take us through your thought process, your inspirations and finally your first bite into the stone. This would be great first episode content. OR maybe it's a day in the life of a carver. Take us around your studio, your favorite coffee shop, introduce your pet turtle, tell us what gets you up in the morning. Someone in Mexico would LOVE to see how a carver in Russia goes through his/her day and vice versa. It doesn't need to be an epic saga. Just like your Facebook posts we are looking for multiple stories from each carver as you reach various milestones and overcome challenges.

**IMPORTANT** - As mentioned in the Audio section, if you're going to speak (and we hope you do!) we need to see you. Stick your camera on a table or tripod and introduce yourself. One of the most fascinating things about the symposium are the people. If you don't speak English, great! Speak your native tongue and we'll add subtitles.

### **SUBMISSIONS:**

Please upload video/audio files into one folder that is titled with your full name and country.

### **QUESTIONS & SUGGESTIONS:**

You can email all inquiries and suggestions to [abmath@hotmail.com](mailto:abmath@hotmail.com)