

## **Digital Spec for Artists**

Thank you for agreeing to produce online content for the Harris. We have a few top tips for you, depending on what content you are producing.

### **Filming:**

- Film landscape unless content is for Instagram in which case film portrait.
- We are open to live streams as well as/instead of pre-recorded videos, think about whether this would work for your content. Could people follow along at home? Would you like people to ask you live questions about what you're presenting?
- Look directly at the camera when you can to engage with your audience.
- Not sure how to edit your video? We can do this for you. Please email your content to your contact at the Harris who will send it to the Marketing team.
- When filming set your camera up on a flat surface. Videos must be shot in good lighting with quality sound and have stable footage (we won't be able to use overly shaky camera footage).
- Allow 5 or 6 seconds of lead in before you start speaking and after you finish to allow for any editing.
- Practice what you are going to say a few times and imagine you are talking directly to one person not presenting to a big group.
- Videos must be in .mp4 format
- Videos are preferred at 1920x1080 (1080p) resolution.

### **Photos:**

- Send us your photos in the largest file format possible (if it gives you this option on your phone).
- Use WeTransfer to send us any super large files.
- No need to add text to images, make sure this is in some accompanying blurb and we can add where needs be. Include image information where appropriate; e.g. a caption, who took the photo/how you want us to credit it etc.
- Photos must be in .jpg format
- We love clear images! Blurry photos don't look great. Take a few and send us a selection of the clearest.

**Sound:**

- Find a quiet room to record in - the best voice recordings come out when done under a duvet (this blocks ambient noise out and makes the recording sound crisp and clear)
- Covering tables and other hard surfaces helps the sound quality (whatever you use to cover hard surfaces, try to keep it out of shot!)

**Other:**

- Send us the social media tags of organisations/artists you'd like to be included in social media posts.