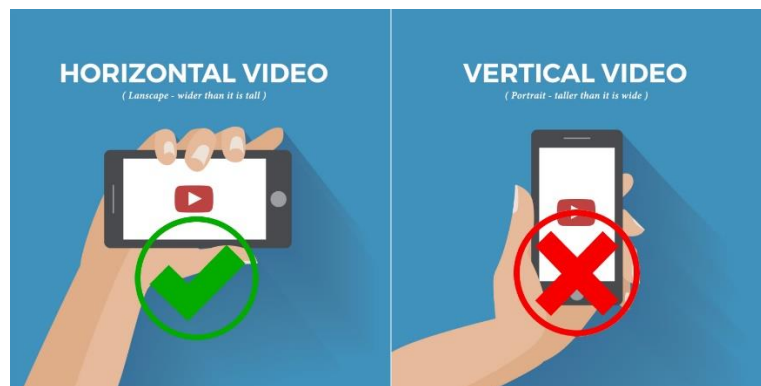


## Guidelines for Media submission for Tamil Nadu YouTube Channel Videos

**Camera Orientation** – Film with landscape orientation (horizontally). Avoid filming in Portrait (vertical). All our YouTube videos will be published in landscape so it is highly recommended to use only landscape orientation.



**Video Quality** – A video with minimum of 720p resolution is required for all our programs. 1080p is also acceptable, but do not record with higher than this (like 4k), it will result in huge file size that will be difficult to share and render.

16:9 is the recommended aspect ratio.

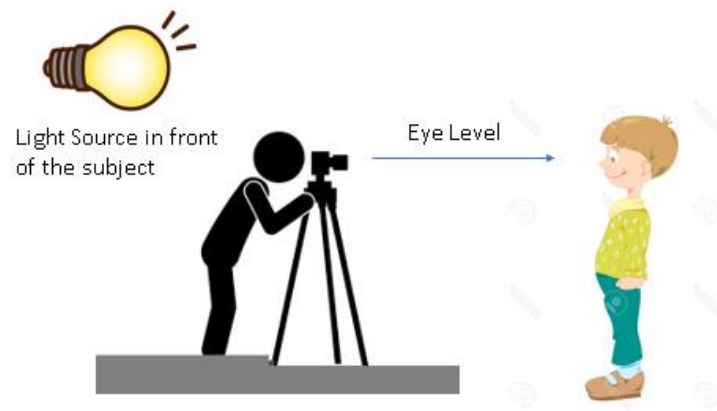
**Audio Quality** – Record the video in a quiet place. Consider switching off ceiling/pedestal/table fan as it might introduce noise in the audio.

**Camera Position** – Keep the camera at your eye level or just above your subject's eye level to give a correct perspective.

For example, if the person is sitting on the floor, please keep the camera/phone at around 3 feet from the ground so it is at the eye level of the person being recorded.

**Lighting** – Film in a brightly lit room. The best position would be to film with a good light source facing you while recording.

Avoid light behind you as it may make your video darker. Also avoid lighting that comes only from directly above.

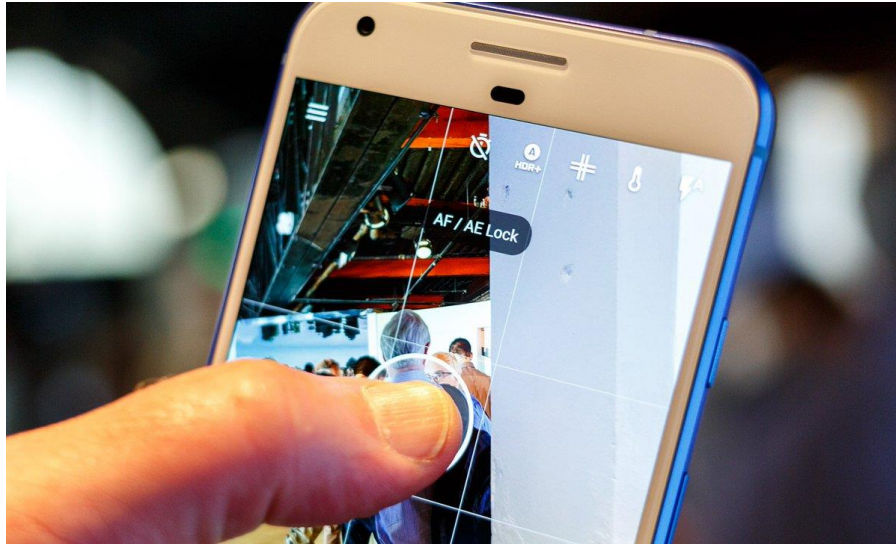


**Composition** – Having your subject in the center of the frame, looking directly into the camera, creates a very personal feel and can load your video with emotion. Set the focus to the subject so the phone/camera does not shift focus due to any movement.

**Stabilize** – Use a tripod, or mount the camera to something stationary. A simple home setup with few books or other objects can help in positioning the phone in the correct orientation, position and angle. Please avoid hand holding the camera/phone unless you are very confident and familiar with shooting stable videos.



**Additional Tip while recording** - When filming with a mobile camera, most mobile phones lets you lock the focus and exposure by long tapping on the subject for few seconds. This will help to avoid auto focus hunting (focus gets blurry and sharp intermittently) and changing exposure (the brightness of the video will be increase and decrease).



**Background** – Try to record your video with a plain background such as a wall. Swami's photo are any relevant props (to the video theme) in the background (or by the side) is fine. Please avoid cluttered or distracting background.



# Copyright

**Copyright** – Please do not use any external audio, video, photo contents such as another YouTube channel, DVD/CD, TV Programme, Cinema or songs from any published albums.

All the content used in the video must be self-created. It includes even songs, instrumental music and karaoke used in the background.

It is very important that the content we use in our YouTube channels are free from any copyright. Using any copyright will have serious repercussion on our channel.

How to know if any content is copyright? Answer: Simple. Anything that we are not created on our own is subjected to copyright claim by its owner.

If you are unsure about it please talk to one of the State coordinators and get their consensus before you include them in your videos.

**Dress Code** – Ensure that the participants strictly adhere to the SSSSO dress code and present themselves well.

Please check with the Coordinators if you need to make sure.

**Editing and Sharing Video** - Please note - After pressing the video record button, wait for 3 seconds before starting to talk. Similarly, at the end, after Jai Sairam, please wait for 3 seconds before stopping the recording. This will help when the individual videos are combined in editing.

You can use Google Drive or any online sharing service to send your videos to the coordinators for further editing. Please do not send the videos in WhatsApp, since it will compress the quality of the video and can not be played in YouTube with good quality.