



WEB TV

Hope in Us

Interview Canap

Program description

The "interview canap" (Couch Interview) is a short, informal interview that provides an opportunity to discover best practices and share experiences.

The speaker will have to complete sentences and answer questions on the themes of culture and the digital world, sometimes serious, sometimes absurd. For example, a sofa is _____ soft/ comforting/ makes you want to take a nap.

Thematic fields

- Culture
- Digital
- Be Happy

Objectives of the program

- Discover cultural and digital practices
- - Sharing experiences

Length of episodes

2 to 5 minutes

Related documents

- Interview Canap' questionnaire

Step 1: Preparation and video script

Duration of the step: 1h - 1h30

- **Identify the participants**

The choice of the participant is free.

When contacting them, specify the time of the shooting: 30 minutes - 1 hour.

- **Write the episode**

First of all, remember the objectives of the show:

- To showcase good practice
- To share experiences
- Make a nice, funny video

Select around ten questions from the Interview Canap' questionnaire. Always start with the question: My name is _____ and I am _____.

Try to mix culture, digital and Hope In Us questions to get a balanced result. This will also provide variety between the different episodes. Don't hesitate to add extra questions depending on your guest.

Think of an offbeat question at the end that will make the participant and the audience smile.

- **Identify a shooting location**

The ideal setting for the Canap' interview is at your guest's home (in their office, workspace, etc.). Find a place with a sofa and a painting. If this isn't possible, you can also use an armchair or even a chair and a poster instead of a painting.

Find a quiet, enclosed location where no-one will be walking by during the shoot.

Step 2: Scenography set up and image

Duration of the step: 10-30 minutes

- Necessary equipment

Image	<ul style="list-style-type: none">SmartphoneTripod or stabilizer
Sound	Lapel microphone with or without cable. If wired, you may need an extension cord.
Light	Natural light
Furniture & Accessories	<ul style="list-style-type: none">A sofa or armchair with a poster, picture or image in the background.A computer or printed A4 sheets with the written questions.

- Set design

Example:



- **Before you start**

Before participants arrive, make sure all equipment is working properly.

Checklist:

- Print the image rights document
- Make sure the stabilizer is charged
- Make sure the cell phone is charged
- Make sure the microphone is charged
- Put the cell phone in airplane mode (same for other mobiles in the room)
- Make sure the stabilizer works with the phone - sometimes you have to configure the phone to the stabilizer through the stabilizer application.
- Make sure the microphone works well when recording

- **Installation of filming equipment**

Framing format	Landscape - the whole sofa/chair should be visible. Try to leave a neutral frame to the left of the video.
Camera distance	2,5 m from the participant
Camera position	The camera should be centred and at the eye level of the people involved. The smartphone should be installed in the stabiliser, which is then mounted on the tripod.
Video format	[9:16]
Video resolution	UHD or 4K

Step 3: Shooting

Duration of the step: 40mn - 1h

- **Preparation and briefing**

The Canap' interview is a rather informal interview for which it is important that the guests feel at ease. We therefore recommend that you take 30 minutes before the shoot to have a coffee, thank the person for taking part in the interview, explain the Hope In Us project...

You can show the questions to the interviewers for the first time. Explain that the answers to the questions should be short - just a few words. Also point out that the guest is entitled to a "Pass".

- **Shooting**

Once the welcome has been made, place the speaker in the middle of the sofa.

Start filming the installation. This will provide extra footage for editing.

Attach the lapel microphone and test it with a recording on your phone.

Explain to your guest that you are going to scroll through the questions on the computer or A4 sheets of paper, just above the camera. He or she can look at the questions or at the camera.

The person in charge of technical matters can start recording the interview.

Wait 3 seconds before showing the first question.

This is a one-shot interview. Don't hesitate to do another take if there are too many blanks..

- **Post-shooting**

Take back the lapel microphone.

Make sure the sound of the video is working and send the video file to yourself via Wetransfer (or other) without delay.

Have the image rights document signed.

Step 4: Editing

Duration of the step: 1-3h (depends on your level of expertise)

Remove the blank moments at the beginning and end.

Keep the video as a one-shot.

If there are long blank moments or moments of hesitation, you can cut them out.

If you have prepared credits, add them to your library in your editing software to add them at the beginning and/or end of the video.

APPENDIX: The questionnaire

Digital questionnaire:

- Internet is _____
- In real life we have _____
- On the internet we have _____
- Instagram is _____
- Linkedin is _____
- Facebook is _____
- Tiktok is _____
- Youtube is _____
- The best social network is _____
- Internet allows me to _____
- But not to _____
- Fake news are _____
- The worst digital practice is _____
- Scrolling (a feed) is _____
- To learn new things on the Internet, I go to _____
- And to meet new people I go to _____
- Notification alerts are _____
- Internet scares me because _____
- Internet gives me hope because _____

Culture questionnaire:

- Netflix is _____
- The best platform for online culture?
- A cultural discovery to share?
- A workshop you can easily do at home?
- Live stream is _____ than live music because _____
- Culture in 2019 was _____
- Culture in 2022 is _____
- And culture in 2030 _____

Hope In Us questionnaire:

- When I _____ I feel vibrant
- When I telework I _____
- _____ is a strength
- I can feel weak sometimes and _____
- _____ has inspired me this year because _____
- To get back into shape I _____
- To refocus je _____
- Over the past two years, I've discovered that _____