



WEB TV

How
to
Use

MA PREMIÈRE FOIS AVEC...

Program description

The programme "My first time with ..." is a short format video that allows you to discover a digital tool through a participant who uses it for professional or personal purposes. This person will present it by telling his or her first experience with this tool, thus highlighting the learning achieved around the tool.

Thematic fields

- Training
- Digital

Objectives of the program

- Discovering digital tools
- Learn how to use these digital tools through feedback

Length of episodes

3 to 6 minutes

Related documents

- Print template for the sign

Step 1: Preparation and video script

Duration of the step: 30 min -1h

- **Identify the participants**

The choice of the participant is free, he/she must nevertheless use the digital tool he/she is going to present and make a daily use of it in a professional or personal way, specify already the time of the shooting: 30 minutes

- **Write the episode**

First of all, remember the objectives of the programme:

To discover a digital tool through feedback.

Firstly, the participant is asked to briefly introduce themselves.

Then, systematically use the 4 questions below:

- Presentation: In a few words, can you present the tool
- Obstacles: What are the obstacles, difficulties, that you have encountered during the first uses of the tool?
- Use: In which contexts do you use the tool?
- Personal level: On a personal level, how does this tool help you?

- **Identify a shooting location**

Find a well-lit, quiet, enclosed area where no one will be walking by during the filming.

Make the participant comfortable on a chair, armchair or sofa.

If the participant is more comfortable standing, they can remain standing as long as this is possible for the framing of the video.

Step 2: Scenography set up and image

Duration of the step: 10-20 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
Accessories	<ul style="list-style-type: none">A chair, armchair or sofaThink about choosing a room or place that itself serves as a setting.A sheet of paper with the list of 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 format - you should see the desk with the cup and flowers/plants and the participant's torso. Try to leave a neutral frame on each side of the video.
Camera distance	1,5 m from the participant
Camera position	Natural light
Video format	[9:16]
Video resolution	UHD or 4K

Step 3: Shooting

Duration of the step: 30mn - 1h

- **Preparation and briefing**

You can show the participant the questions in advance to make him or her feel more comfortable, or even include him or her in the preparation of the questions to identify the most relevant ones. Save the surprise for the last "offbeat" question. Let the participant handle the sign so that he or she feels comfortable during the shooting.

- **Shooting**

Once the welcome is done, set up the participant.

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

Explain to the participant that you are going to ask him/her the questions he/she has read about beforehand. The participant should look at the camera.

Stand behind the camera and ask the questions yourself. You do not need a microphone because you are just behind the camera.

Wait 3 seconds before starting the programme.

Then the participant introduces himself.

Then you ask the questions. With each answer, the participant expands on his or her answer.

Continue filming 3 seconds after the last answer.

The interview can be done as a one-shot or in several rounds (you can cut after each question).

- **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 white 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.