MEDIA FORMATS AND SPECIFICATIONS

SPECIFICATIONS:
Video:
Codec: ProRes 422
target video data rate: 147 MBPS
frame rate: current (29.97 fps)
encoding: multi-pass
frame size: 1920 x 1080
pixel aspect: square pixels

Audio:
format: AAC
channels: stereo
rate: 48 khz
quality: normal
encoding strategy: average bit rate
target bit rate: 128 kbps

Container
.mov

SAMPLE INTERVIEW FRAMING
In Studio (monitor backdrop with image)
Technical Specifications and Production Guidelines

On Location (exterior)

GENERAL GUIDELINES FOR SHOOTING, B-ROLL, AND ADDITIONAL ASSETS
Following are general guidelines for shooting raw materials to be integrated into post production for MIT projects. For more details on our visual style, refer to our website portfolio at https://mvp.mit.edu/portfolio/

The Set
Please choose a nice set, preferably with some depth in the background, do not have just a plain white wall behind the interviewee.

Make sure the set environment is clean and organized. If the interviewee sits behind a table or desk, make sure the table or desk is neat.

The Interviewee
Please make sure the interviewee sits comfortably, preferably straight, his/her dress is in order: no wrinkles on a shirt/jacket shoulders straight, the tie positioned straight etc.

Make sure the person’s hair is neatly combed. If the person wears glasses, please make sure the light does not reflect from the lenses, also no one should wear sunglasses.

Please make sure the person is NOT seated in a swivel chair, that he/she is not able to move from side to side in the chair.
Technical Specifications and Production Guidelines

The Interview
Unless otherwise noted, please note that in the final edited clip we will not see or hear the interviewer, so there is no need to film the interviewer.

Kindly make sure the person answers the questions in a complete sentence so we understand what was asked.
Example: The Question - How long have you been involved with the project?
Answer: I've been involved with the project since 2011...

Please make sure you have complete, understandable answers to all the questions. If necessary do a few takes until you have the complete answer.

Shooting
The interview should be shot as a medium shot. This is a first priority.

If you do several takes of the same question, you may want to have a longer shot as well, but only after making sure you have at least one good medium shot.

Please remind the person to look at the interviewer.

Equipment
Recommended cameras Canon C300/100, Canon 5D MKIII, Sony F3/5/55/Fs7
[See tech specs at end of document]

Sound
Please record one minute of room tone for post production use.

For proper sound recording use a lavaliere microphone, and secondarily with a shotgun microphone.

When using a boom make sure it is not in the frame.

If using a lavalier make sure the cable is hidden from view.

Lighting
Make sure to use available lighting, and supplement with lights as needed.

The available lighting in the room can serve as a fill light if appropriate.

Please use soft light, diffused with chimera light box or similar.

B-roll + other assets
Technical Specifications and Production Guidelines

If an interview is set in an office, please film the person working at his desk, using a computer - including over the shoulder shots, side shots, close ups etc.

The interviewee can be filmed reading a book or some other documents.

Film the person walking in/out of his/her office or in a laboratory (in a university if available), walking down corridors, inside and outside.

If it is possible and appropriate, film the person socializing with others (co-workers, colleagues etc.)

If the interviewee is filmed at home, please take some shots at the person’s desk: working at a computer or reading.

He/she can also be filmed in a living room: looking at photos, talking to family members etc.

Other Assets
Document-style presentations formatted for 16x9
Vector-based graphic files, logos, fonts, animations
Style guide if relevant for brand continuity
We would also like you to send us any photos, or film material (if available) that can help us tell the story. These should be in the highest resolution possible.
Examples are: photos from milestones in the person’s career (receiving awards etc.)
Photos of the person with work colleagues.
Photos of the person at MIT (if available) + any other photos and slides that show the person’s research or work.

If you have any questions please feel free to contact your project manager, or the main office at mvp-info@mit.edu or dial 617-253-7603