

	Video	Audio	Pictures
Technical	Steadiness <ul style="list-style-type: none"> - The stability of your shots or how still your camera is as you are filming. Shaky shots make for distracting pieces, and take away from good quality content. 	Levels <ul style="list-style-type: none"> - This refers to how loud or how soft your sound is. You can monitor your levels as you are recording. Make sure they are around the middle of the line. Any higher and your sound will distort, ruining your package. 	Composition <ul style="list-style-type: none"> - Much like in video, your photo story must be put together coherently. Which photos have you decided to use and why? If you're making a photo essay, does it flow coherently from point A to B? Does the added narration and ambience fit in with the story? Think of what your photos symbolize through their lighting, framing and the subjects they capture.
	Composition <ul style="list-style-type: none"> - The overall structure of the piece. Is it well put together? Does the story follow a clear trajectory? Is the editing clean, making for pleasant viewing? Do the individual shots make sense? Does the added ambience/narration fit in with the piece? 	Ambience <ul style="list-style-type: none"> - This refers to the background sound that you collect as you are shooting. This could be the sound of a kombi hwindi shouting out the area he's headed to as you shoot a story about the banning of kombis, for example. It adds colour and context to your piece, and transports the listener into the reporter's local. Make sure it does not drown out the narration of the piece 	Lighting <ul style="list-style-type: none"> - See first column and apply accordingly
	Lighting <ul style="list-style-type: none"> - This refers to whether the lighting of your piece is appropriate. Avoid dark rooms and over-exposed areas (bright lights that drown out the picture of your filmed subject/object). 	Narration/Voice over <ul style="list-style-type: none"> - The narration is key to mapping out the trajectory of the story. Your narration has to be succinct, compelling, and clear for the listener to follow your story easily. This should be louder than any 	Framing <ul style="list-style-type: none"> - See first column and apply accordingly

		ambience that you might put under it.	
	<p>Sound</p> <ul style="list-style-type: none"> - Your sound in key to a good piece. Bad sound, no matter how breathtaking your visuals are, is not enough to redeem your story. Stand close enough to your subject to make sure we can hear them clearly. If you are shooting in a particularly noisy place (like a grinding mill), put your volume down as low as possible to make sure the audio doesn't distort. Make sure your ambience is not louder than any narration you may have. 	<p>Natural sound</p> <ul style="list-style-type: none"> - Much like ambience, natural sound adds colour to your piece. It refers to the sounds that accompany a particular area or place. For example, natural sounds at an airport would be the sound of the overhead flight announcer or planes taking off. 	<p>Sequence</p> <ul style="list-style-type: none"> - See first column and apply accordingly
	<p>Sequence</p> <ul style="list-style-type: none"> - Sequencing is the foundation of storytelling. It is the ability to compress a long period of time into a short, quick clip. For example: medium shot of Rumbi closing the door, close up of her feet walking across the grass, wide shot of her stepping into her car, over the shoulder shot of her starting the car, and finally wide shot of the car driving away. That is a sequence. Varying shots of actions that can be used to tell a story more effectively. 		
	<p>Framing</p> <ul style="list-style-type: none"> - Framing refers to composing a shot, as opposed to simply shooting an object/subject so we can see it. Things to take into consideration 		

	<p>are the rule of thirds and the different kinds of shots (close-ups, wide shots, etc.) you can use to make your filming more interesting. Framing can offer context or the environment that a subject is in, or it can simply allow the viewer to engage wholeheartedly with a subject, without any other distractions in the shot.</p>		
Content	<p>Story structure</p> <ul style="list-style-type: none"> - Questions you may need to ask yourself are: is this story coherent? Is there a visible path it is following from A to B? Are there enough voices to add to this? Does the content of the story make sense to the audience? They should be able to pick up what the story is about right away. 	<p>Story Structure</p> <ul style="list-style-type: none"> - See first column 	<p>Story structure</p> <ul style="list-style-type: none"> - See first column
	<p>Interview</p> <ul style="list-style-type: none"> - This is your chance to ask the questions you think are important to your viewers. Make sure that you ask open-ended questions that allow for more detailed answers. When filming a source, make sure to remember your rule of thirds, and do not let them look directly into the camera. Make sure you are close enough so your sound is good. 	<p>Interview</p> <ul style="list-style-type: none"> - See first column 	<p>Interview</p> <ul style="list-style-type: none"> - Make sure you prep your subjects as to what kind of story you are doing and what kind of impact you want it to have.

	<p>Emotion</p> <ul style="list-style-type: none"> - With everything that you film, you need to make sure that the emotion you want to convey is evident in the kinds of shots you use. If you are filming a story about a death for example, close-ups of the family's faces, the grave and old family pictures creates a feeling of empathy for the family. The wider the shot, in general, the more impersonal it is. 	<p>Emotion</p> <ul style="list-style-type: none"> - Here, the use of ambience is key. If we were to use the first example, the sound of women singing hymns at a funeral at the beginning of the piece immediately dictate the kind of feeling you want the listener to have. 	<p>Emotion</p> <ul style="list-style-type: none"> - See first column and apply accordingly
	<p>Community relevance</p> <ul style="list-style-type: none"> - Make sure that your story speaks to the lived experiences of your locale. The stories should be something the residents can relate to, and that they can see themselves in. 	<p>Community relevance</p> <ul style="list-style-type: none"> - See first column and apply accordingly 	<p>Community relevance</p> <ul style="list-style-type: none"> - See first column and apply accordingly

NB: In addition to the above stories will pass for publication if accompanied by:

- Transcript
- Description or short blurb
- Title
- Story length – maximum 2mins 30secs.