



HOW TO FILM MATCHES FOR MEDIA HIGHLIGHTS

SCOTTISH HOCKEY

How to film matches for media highlights



Why?

Producing highlights packages for your team's matches is a great way to showcase your club and attract new members; sponsors; and fans. It also contributes to showcasing hockey as a sport more widely and helps grow the sport in Scotland.

Regular highlights packages and clips will grow your club's social media presence, increase website hits, and build interest in your club's activities.

Basic housekeeping

Please keep in mind you are representing your club and Scottish Hockey:

Back-up and render footage as soon as possible.

Prior to push-back, introduce yourself to both teams.

Equipment

An HD camera and good tripod can make a HUGE difference. If you have two cameras choose which one is your main camera, this should obviously be the best camera you have available.

GoPro cameras, and similar, make ideal fixed cameras behind the goals.

You can buy professional editing software like Premier Pro or Sony Vegas, and for impressive graphics invest in software such as After Effects. Software such as this will make your highlights much more professional and impressive.

However there are plenty options for free editing software online, so experiment and find one that works for you.

Highlights packages

Film the match from the half way line, preferable from an elevated position. At the Glasgow National Hockey Centre we've found a 4m, or even 3m, platform is the ideal height for filming a match. This may vary depending on how close, or far away, from the pitch your camera position is.

The main camera will be your 'wide angle' camera position. Framing of the match must not be too wide so that you can't see the ball clearly or make out the play. The framing also must not be so close so that the camera is constantly jerking due to the speed of the play.



Wide camera angle

If you have a second camera on the half way line you can use this camera for filming a 'tight angle'. This means you can cut to short bursts of close up action to vary the highlights footage.



Tight camera angle

Fixed cameras behind goals offer an excellent alternative angle for goals; saves; and close up skills. You can cut to these angles in your highlights for replays in particular.



Fixed camera angle, filmed on a GoPro

Goals

When a goal is scored zoom in on the goal scorer to capture the celebrations clearly.



Celebrations close-up.

Graphics

Scorebug - usually in the top left corner. See images above.

Clock – always next to the scorebug, usually in the top left corner. See images above.

Team lines

Can be used at the start of your video to let people know the names and numbers of the players. Always do it for both teams.



Player names

A graphic that appears on the screen when the camera fixes on an individual players.

Holding graphic

A static graphic usually at the beginning or end of the video. It could be a description of what the video is about; an advert for something; and include a sponsor logo.

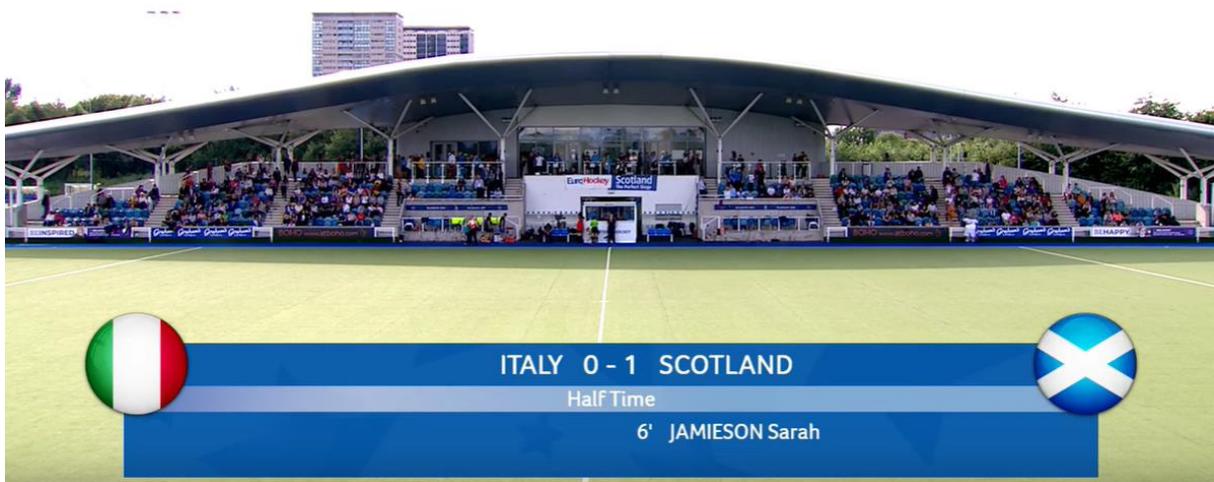


Screen wipe

A transition that is most often used around replays. It could be your holding graphic; your club's logo; or just a coloured screen that quickly fades in and out between replays and match footage.

Full time / half time score

A graphic, generally a lower third, that tells the viewer the score at half time and full time.



Commentary

If your highlights includes commentary it can raise the quality of your videos considerably. Likewise, it can also drop the standard if the commentator doesn't sound credible. Make sure your commentator is clear, confident and knowledgeable. Commentary should also be positive and unbiased – it is not a platform to criticise. Remember, the commentator is representing your club.

Editing clips for social media.

1. Best clip of the day (should always be a goal if possible – approximately 10-15 seconds worth.) The clip of the match is generally the best goal of the game.
2. If there is another incident like a spectacular save, last ditch tackle or similar which you believe is more exciting/impressive then use that too.
3. Post-match interview