

DFI

Event Visual Guidelines



Purpose

Assist regionals with content creations, and reach out to more people

Via...

- Official Website: <https://www.dfi.com/>
- Social media: [LinkedIn](#) & [YouTube](#)

Share or repost, teamwork!

Content uploads onto [DFI Marketing Portal](#)

Photo

Shoot both vertical and horizontal.

- The key content should be centered in the frame, such as the speaker, logo, backdrop, and presentation materials.
- If there is a backdrop or logo, position the person close to it, ensuring that the text is not cut off.
- Try to avoid capturing too much of the floor and ceiling.



Video or Photo?

Video as main content, Photo as secondary

- Capture **natural** interactions among people. Observe in-motion key moments.
(e.g. product demo, handshakes & gestures, head nods, talking & laughing)
- Capture **staged** interactions among people.
(e.g. have people smile for the camera, coworkers walking together*)
- When Sound or Speech is important.
(e.g. interviews, seminars)
- VLOG style !

Video or Photo?

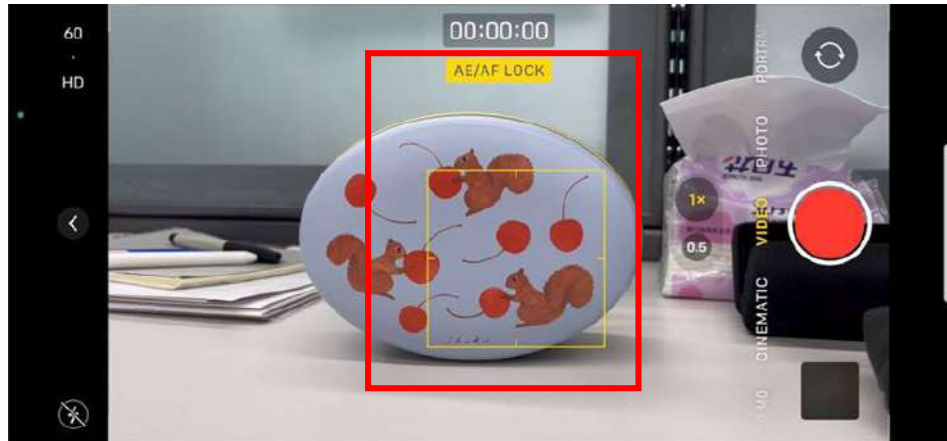
Video as main content, Photo as secondary

- **Take photos as you film**
- Capture both as much as we can!
- Both consume a lot of battery and memory storage, make sure obstacles don't stand in the way!



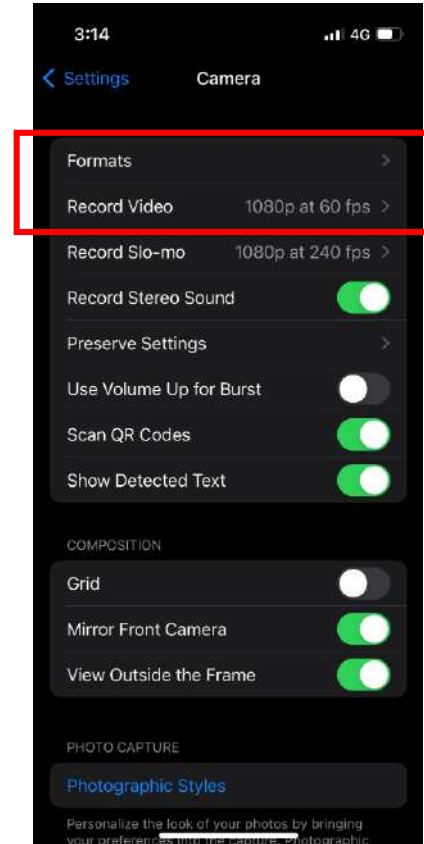
Video - Format

- **Horizontal** filming
- Use **AE/AF lock** on the subject or object you would like to focus on, ensuring clarity.
- **Slow and Steady! Film with two hands** for steadiness, ensuring quality.



Video - Format

- If able, **iPhone camera settings:**
 1. Formats – High efficiency (HDR)
 2. Record Video – 1080p at 60 fps



Video - Reference

Event Surroundings

Venue (entrance and pathway)



Capture boards signifying the event



Signs signifying the event



Film while walking



Film while walking

Film as if you are recording your life

Video - Reference

Event Surroundings

Venue (entrance and pathway)



Capture the crowd



Capture the crowd



Personnel wearing uniforms or holding DFI logo signs



Group photo: Center the frame

Film as if you are recording your life

Video - Reference

Event Surroundings

- Horizontal filming
- Film with two hands, Slow and Steady!
- Suggest filming every section to a specific time amount, maybe 30 secs – 1 min, or longer, so you don't miss out!
- Try using 0.5x to film



Capture the crowd - Do's and Don'ts

Do's

- Create space and record referencing...
(0.5x to film)
(Event Sight : People | 6:4 or 7:3)
- Check what you record
- Hands up, at least by headline
- Hold with two hands, keep steady!



Don'ts

- Bad ratio!
(Huge object, little sight)
- Doesn't check recording
- Hands below headline
- Film with one hand, too shaky!



Video - Reference

Event (Onsite)

Booth

- Capture logo when approaching DFI's booth
- Try capturing whole-view
- From multiple angles will be ideal

Logo

- Look up and film, will look epic!



Note: Can try using 0.5x to film

! Horizontal Filming

Video - Reference

Products

Whole-view / Close-ups / Demo

- From multiple angles
- Important to stand in front of the subjects

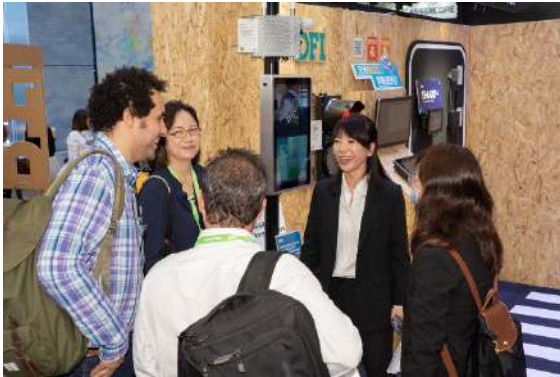


! Horizontal Filming

Video - Reference

Interactions

People interactions – natural and staged



The key is to film VARIOUS moments as much as we can!

! Horizontal Filming

Video - Reference

Seminars / Conferences

- Record **the host** (e.g. nodding, making eye contacts, doing product demos)
Stand close to the podium and the host
- Long shot from the back of the venue to capture of the crowd
- Record **the crowd** (e.g. clapping, raising hands)
- Group photo: Center the frame

Suggest filming every section to a specific time amount, 30 secs – 1 min, or longer, so you don't miss out!



! Horizontal Filming

Video - Reference

VLOG style!

- Boarding
- Airplane takeoff
- Taking the Bus
- Buying coffee
- Country sceneries

And whatever else you like. Little things,
BIG difference!



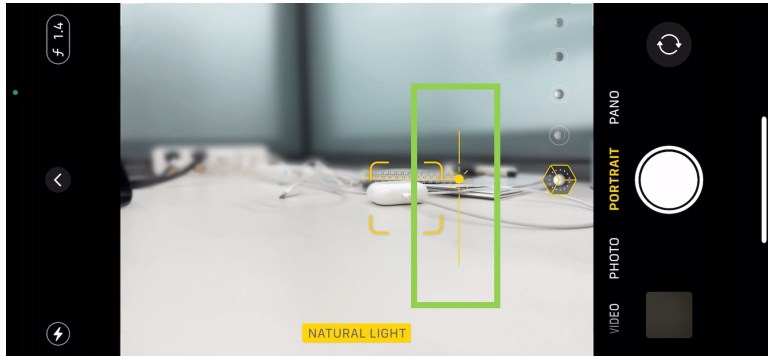
! Horizontal Filming

Photo - Format

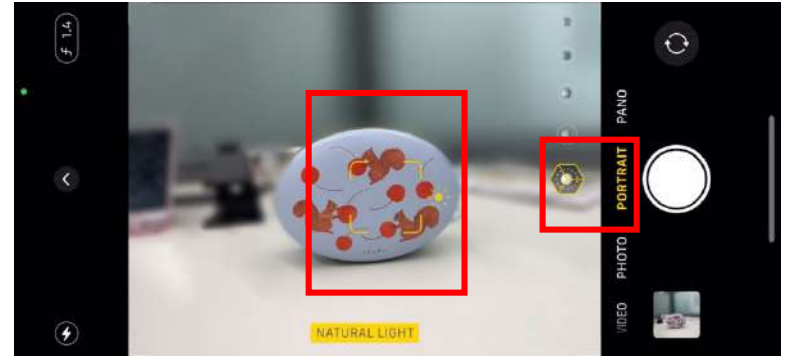
- Horizontal photo taking
- Hold camera with two hands for steadiness

Note:

must click on subject for effects to take place



Adjust exposure (曝光) accordingly if the environment is dark, otherwise, exposure is on auto when the environment has enough light.



Make use of Portrait mode!

1. Create a sense of depth
2. When background is messy, get it out of focus.

One-page Checklist

Video as main, take photos as you film

Event Surroundings

Film while walking

- Capture boards and signs signifying the event
- Entering the event venue
- Capture the crowd
- Capture DFI logo when approaching DFI's booth
- Interviews
- Seminars
- Eye-catching demos

DFI Booth (Onsite)

- DFI booth, whole-view
- DFI booth, logo
- Product, demo
- Product, whole-view
- Product, close-ups
- Business exchanges
- Seminars
- People interactions

Non-event

- Boarding
- Airplanes take-off
- Taking a stroll in the city
- Buying a coffee
- Country sceneries

Main takeaways

- Capture as much as you can
- Horizontal filming
- Hold camera with two hands. Slow and Steady.
- Suggest filming every section to a specific time amount, 30 secs – 1 min, or longer, so you don't miss out!
- GLHF



DFI

Thank you!

