

Broadcast Quality Criteria and Production Tips: \*See [digitaljuice.com](http://digitaljuice.com) "DJTV" video clips that are linked below for tutorials and production tips.

- **Video (Exposure / Color Temperature / Focus)**  
Video must be properly white balanced to outdoor or indoor color temperature. Video must have correct exposure (not too bright, not too dark) and have main subjects/objects in focus (unless done for a special effect). \*([see the Temperature of Color](#) & [Into the Blur](#))
- **Lighting**  
Subjects/objects need to be lit properly. No under or over exposure from artificial or natural light. \*(see [Lighting your Subjects](#) & [Light my Background](#)).
- **Audio**  
Audio should be clear and at the proper levels (not too loud, not too low). Make sure you have no overpowering background noises (popping "p's", wind, echoes, lights, mic interference, phones, talking, automobiles, etc). A-roll (interviews, natural sound and/or voice-overs) should be done on a separate mic (handheld or lavalier) from the on-camera mic (don't show handheld mics in the frame). The on-camera mic should be used to record natural sounds. \*(see [Preventing Plosives](#), [Pickup the Right Mic](#), [Sound Advice](#), [VO Tips and Tricks](#) & [Ear Candy](#))
- **Camera Movement**  
Pans, tilts, zooms and off-the-shoulder shots can be dangerous, should only be used by experienced photographers. It will expose an amateur photographer. Use carefully or not at all. Unless it helps the shot to shoot off the shoulder, always use a tripod.\*(see [Hold it Right There!](#))
- **Shot Composition**  
Subjects and objects should be placed properly in frame, "rule of thirds." Subjects should have proper headroom, nose room, leading space and avoid bad backgrounds. \*(see [I've Been Framed](#) & [Creative Camerawork](#))
- **Interviews/ Hosts**  
The person being interviewed needs to answer questions, looking directly at the interviewer/host and not the audience (camera). So they need to be placed properly in frame (rule of thirds & shot composition). The same applies when the host is talking to the guest. When the host is addressing the audience (viewers at home) then they look at the camera. \*(see [Awesome Interviews](#) & [I've Been Framed](#))
- **Music**  
Music shouldn't overpower a-roll (interviews, natural sound and/or voice-overs) and should be appropriate for the production. You shouldn't have competing voices (narrator and the singer). Music selected must be copyright/royalty-free,

otherwise you need written permission from the copyright holder to use the music for the productions. \*(see [Make Your Bed](#) & [Ear Candy](#))

- **Transitions**

No “jump cuts” or empty frames in the final production. Transitions should be smooth and clean (unnoticeable). Use plain edit cuts or dissolves only. Plan ahead for in-camera transitions and NOT fancy effect transitions in your editing system.

\*(see [Shooting to Edit](#))

- **Text**

Text should be clear, bold and easy to read. Text should have good contrast from background. Stay away from bright green, pink and red. Shadows should always be black or gray. Fonts should be consistent in style, size and color throughout the production. Keep text short and sweet. Text must be placed within the Safe Title area and be placed properly in the frame (rule of thirds). Duration of the text should be just long enough for an average reader to read aloud. \*(see [Faulty Fonts](#), [Good Text-ations](#), and [I've Been Framed](#))

- **Video Formats**

Video must be shot on a high quality professional/prosumer NTSC camera or camcorder. Must be shot in 4:3 or 16:9 aspect ratio.

Examples of formats to shoot in:

DV, MiniDV, DVCam, Beta SP, DVC-Pro, DVD, HD, HDD, HDV or memory cards (that can shoot in correct aspect ratios)

Examples of formats NOT to shoot in:

VHS, S-VHS, Hi-8, Digital-8, digital still-camera (video mode), cell phone (video mode) and memory cards (that can't shoot correct aspect ratios)

- **Timing**

Always time your production the exact second & frame as required or asked for.

*\*See additional DJTV Clips at [digitaljuice.com](http://digitaljuice.com) for more great clips on video production.*

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