

BRANDING

the goal is to identify what we look like, what we sound like, and how we interact.

branding is "who we are" and "who we aren't".

when we are well branded, everyone in Tech Arts (and even those in other worship arts teams) will have a working knowledge of what they can expect from us.

common threads: Accuracy, timeliness, creativity, preparation. EXCELLENCE. Common questions: does it enhance the experience?

IMAG

SHOT COMPOSITION

Shots follow the rule of thirds

Shots are in focus before going live

Shots are properly shaded before going live

The pastor/speaker "pushes" the camera

the subject does not leave the shot

We employ motion, even if it's slight, in almost every shot during the worship sets (slow pushes/pulls, slow pans, etc.)

TRANSITIONS:

we properly employ different transition types as needed (cuts, dissolves, wipes, fades, etc.)

we switch and transition at the right time

switching frequency is in harmony with the song or speaker's rhythm

we give attention to incoming and outgoing screen content on cross dissolves

CONTENT:

soloists are on screen

during worship sets, we only take "worshipful" shots

We are mindful of the backgrounds in our shots (people and scenery)

shots of people are much more important than shots of instruments, therefore, get the faces on camera as soon as possible

CG

We don't totally fill the screens with scripture.

Fonts, outlines, and backgrounds match the series graphics

We pay attention to transition tempo's within each song

We do not "give away" the lyrics. We only put enough lyrics on screen as are in each stanza.

Our lyrics are accurate

On the screen on time

Correct spelling

We deliberately choose to use either Full-Screen graphics, or Lower-Third graphics, determined on a case-by-case basis.

MISC VIDEO

All video that is shown displays high production values we require.

Audio quality of video clips must be good quality, and separated to the proper channels. The video content can only be used if it enhances the worship, or helps drive the point of the pastor. (the exception is for comic relief, at times...)

AUDIO

Mics and lines are live on time.
overall levels are appropriate.
mix is well balanced and clear
All hums are addressed quickly, and solved expeditiously

INTRA-TEAM COMMUNICATION

Positive communication is our signature.
Constructive criticism is the only criticism used within our teams
we don't complain, or state the obvious hardship
we don't "complain" about anything without offering a solution, too

PREPARATION

A1, Director, Switcher, CG, and Prompter all must be familiar with each song before each rehearsal or service.
We run through a check-list for each service
 Sound check checklist
 Equipment checklist
 Content checklist
We try to be prepared before each event so others are not waiting for tech arts... instead, we wait for others.
We are well prepared for meetings.

REHEARSALS

All essential people are present for each rehearsal.
We "practice perfect"

STAGING

LIGHTING

SPIRITUAL

TEAM BUILDING

SUNDAYS

PUNCTUALITY

we are on-time and set up early for every Tech Arts event

CREATIVE

PRODUCER/DIRECTOR

Producer and Director work in harmony with each other, not in conflict with one another. The Producer ensures that shading, focus, shot composition, and more are all accurate. The Producer reminds the Director about upcoming events (solos, video playback, camera shots, lighting cues, and many more)

VIDEO SHOOTS

all lights and cameras are set up before the talent arrives
we approach every shoot with the knowledge that most people are uncomfortable in front of the camera

we swap "industry" words for common words, when possible.
we remain upbeat and positive during our shoots.

we try to give our talent the feeling that we identify with the topics they discuss on camera.

STAGE RESETS

work hard
we make this a creative time
it is clear to everyone that we have a plan while resetting the stage