



THE  
ROYAL  
YORKSHIRE  
REGIMENT.

# Content capture guide.

---

A helpful guide to capturing great  
photographs and film

---

Version 1.0

# 1.0 Purpose

**Capturing content to portray and reflect the Regiment in its best light is vital. Imagery, both still and moving, will help tell our story to our diverse range of audiences, both within the Regiment and beyond.**

Video content is an essential and effective communication tool. It can entertain, educate, influence, and inspire emotion. The rise of social media and streaming services has seen the importance of video explode, as people prefer to be entertained or learn new things via online video.

Good video content can help to show our human side, taking people behind the scenes to build trust and reinforce the vision that drives The Royal Yorkshire Regiment.

The content we capture should, where possible, be pre-planned and reflect our key themes and narratives.

To help you, we've prepared this guide which will serve as a tool to assist in shaping content more effectively, giving ideas on techniques and methods to improve the quality to maximise the impact of our communications.

# 2.0 Overview

Our imagery should be rich, authentic, inspirational but relevant, and accessible at all times. We should avoid staged or posed imagery. A documentary feel works well, think fly-on-the-wall, it's there, observing, but you don't notice it. Try to use the available natural light, avoid using your flash.

With the use of drone mounted cameras we can introduce this more graphic style to our imagery. The 90° top-down photographic angle allows us to tell our story from a different perspective.

## People

What is our Regiment without our soldiers? We are brave, decisive, relentless and compassionate. Our photography should try and reflect these virtues.

## Equipment and weaponry

We need to be mindful of the things we show. Play with depth of field and the framing of the shot, always make sure that people are part of the story and don't make it all about the hardware.

## Place

Place should feature the landscape and people interacting with it. This should give a sense of the varied environments we operate in, at home and abroad.

Brave  
Decisive  
Relentless  
Compassionate

# 3.0 Preparation

Before any event where you plan to capture content, list the types of themes you are targeting at the event you are attending.

## 3.1 Identify the theme/s

Content themes should be in line with those laid down by RHQ or specified by your chain of command.

## 3.2 Fail to plan, plan to fail

Be specific in what types of images you want to capture. Give consideration to the following questions:

- Who is in it?
- What else needs to be in the shot?
- What do you not want to be in the shot?
- What time of day?
- What equipment is in use?
- What's the best vantage point to shoot from?

There are many more...

Maximise the camera equipment available – but consider that sometimes the convenience of a good smartphone should not be overlooked!

Your phone's best camera is the rear-camera, not the "selfie" camera, so, if possible, use that.

## Basic equipment tips

1. Empty memory card (Take multiple if possible).
2. Waterproofing equipment.
3. Spare batteries and means to charge devices.
4. If you have a tripod, stand, shelf or anything that is going to keep the camera steady then we would advise using that to avoid the camera shaking.
5. Have contingency plans if a device fails.

# 4.0 Capturing the moment

There are two types of content you might capture.

## Candid content

Spur of the moment opportunities, typically without any prior stage management. These offer fantastic opportunities for natural, realistic images. However, consider these factors when capturing:

- Language
- Correct equipment
- Safety and drills
- Is it a professional portrayal?

## Managed content

Staged content that is purposed to show something specific. Don't be afraid of staged content, sometimes it is needed and can be just as powerful as candid content.

Think about how to maximise each detail of the shot, it must be a complete image.

- Equipment
- Expression on the soldier
- Backdrop
- Angle
- Is it a professional portrayal?

---

Film at least three shots of each subject

To help tell your story, different types of shots are very helpful.

There are three basic shots you can look for at each location:

1. A wide, or establishing shot. Set the scene by showing the whole location.
2. A mid shot. This shot would be a closer image of the scene.
3. A close shot. Focusing in on a detail of the scene.

# 5.0 Some do's and don'ts

## Do

Do capture content that fits with the content strategy for the Regiment.

Do get permission from the subject/s and Commanding Officer before capturing and sharing photos or videos of people.

Do remember that social media posts can remain on the internet indefinitely.

Do be aware of the potential impact your content could have on the Regiment.

Do follow approval processes for publications and communication.

Do follow the topics agreed with your established contact.

## Don't

Don't share specific details of sensitive locations within your content – this information could be used by malicious or enemy factions.

Don't share anything on social media that could damage the reputation of the Regiment or the British Army.

Don't speak on behalf of The Royal Yorkshire Regiment without authorisation.

Don't use rude or defamatory language.

Don't share sensitive announcements prior to the planned time of release.

Don't share any personal or confidential information.

# 6.0 How to film – the basics



## Lighting

Good lighting can make a huge difference to the quality of your footage. Wherever possible, try to make sure that the shot you are filming is well lit. In daylight, shoot away from the sun where possible. If you are filming after dark, try to position your subject under a light source. It's particularly important to make sure that any faces are well lit.



## Eliminating camera shake

To reduce camera shake a little, try to stabilise yourself as much as possible – lean against something solid for example, like a tree or a vehicle.



## Film in landscape

This may sound obvious, but it's surprising how many people pick up a phone and film in portrait – because this is how you are used to holding your phone. Rotate it round and film with the right shape for standard video.



## Never zoom

Many smartphone cameras have a digital zoom on them. Do not use this – the quality of the footage will not be good enough. Instead, move closer, if it's safe to do so.



## Audio

Most phones will not pick up good quality audio. However we can use background noise where we can. To help with this, don't talk when you are recording. Great examples of useful background noise include the sound of vehicles, engines starting up, weapons firing etc.



## Moving the camera

If in doubt, keep the camera still. However, if you would like to move the camera – for example, to pan across a scene – then you need to make sure the move is gentle and steady.

Practise it a couple of times before you film. Make sure that there is no 'jolt' as you start and finish the move. And try not to move too quickly – you don't want to make your viewers sea-sick!

Try to take a static shot to match each moving shot, just in case it doesn't work. It's also better to let the person or the vehicle move rather than the camera.

# 7.0 What does good look like?





- ✓ These soldiers look purposeful and not posed
- ✓ They are engaged in something active, not passive

- ✓ Strong depth of field – focus is on the subject



- ✓ A wide, or establishing shot sets the scene by showing the whole location
- ✓ Showcasing tech, with a strong human context





12

With the use of drone mounted cameras we can introduce this more graphic style of photography to our armoury. The 90° top-down photographic angle allows us to tell our story from a different perspective.



13

- ✓ Scene shot in the golden hour when the light is at its most atmospheric
- ✓ Communicating a sense of bravery and anticipation



- ✓ Mid-shot bringing the audience closer to the scene
- ✓ Direct eye contact from subject, involving the audience

The Royal Yorkshire Regiment



- ✓ Showing a lighter moment. A sense of humour is vital

Content capture guide



# 8.0 Training

A little bit of training can go a long way. This could be self-initiated by seeking out tutorials online, or it could be a more formal training session facilitated by the Army. Below are some useful resources available.

## Digital SLR (DSLR) camera YouTube tutorials

- 7 Cool DSLR Tricks for Beginners – Search on YouTube

## Army courses available

Courses are run by DITG at Chicksands.

There is a digital version of this guide available with access to live links for the following courses:

- DITG/P/1353 – Unit Specialist Camera Operator (USCO)
- Other courses can be arranged through RPOC, these covering more specific SoMe content and exploitation. Liaison with RPOC for detail.

# 9.0 Sending us your files

## By email

Send the largest file size available to:  
comms@yorkshireregiment.com

## By Dropbox

Upload files and information to the Dropbox, under 'Branding' and saved to the corresponding type of image and theme of content.

If you are using a personal device you may be able to send the files to us via [www.wetransfer.com](http://www.wetransfer.com)  
Please send to comms@yorkshireregiment.com

## What's the story?

When submitting your content, please supply the following details:

- a brief narrative to describe what's happening in the content
- who is featured
- where the content was captured
- what the activity was
- the contact details of those involved.

---

## Need more help?

If you would like any further technical guidance then please contact:  
Alan Bartlett, Assistant  
Regimental Secretary  
Communications on  
the email address:  
comms@  
yorkshireregiment.com

**OUT-THINK.  
OUT-FIGHT.**





THE  
ROYAL  
YORKSHIRE  
REGIMENT.

Fortune favours the brave.