

Dos & Don'ts

of

360° IN MEDIA CONTENT

These dos and don'ts are based upon research conducted by Experience Lab, Åbo Akademi University, Finland.

DO

Take time to plan and produce your 360° content



Producing good 360° content takes time. You need to:

- Pre-production (where? who? what? why?)
- Stage-manage
- Placement of camera
- Iterative process (test and see how it will look for the viewers)
- Post production



DON'T

Don't use 360° just because you can and want to



Do not shoot first and see what can be done with the material later

- The material may be unusable and inadequate
- Post production may require more resources than are available
- The users/readers may not understand or not focus on the story

Ask your self what added value the 360° content will bring?

"There is no point in making 360° content just because you know the technology and it's available, there has to be a cause or a reason you chose to use 360°. The viewers should also directly understand why a 360° camera is used in this video and not in that one"

DO

Guide the viewers

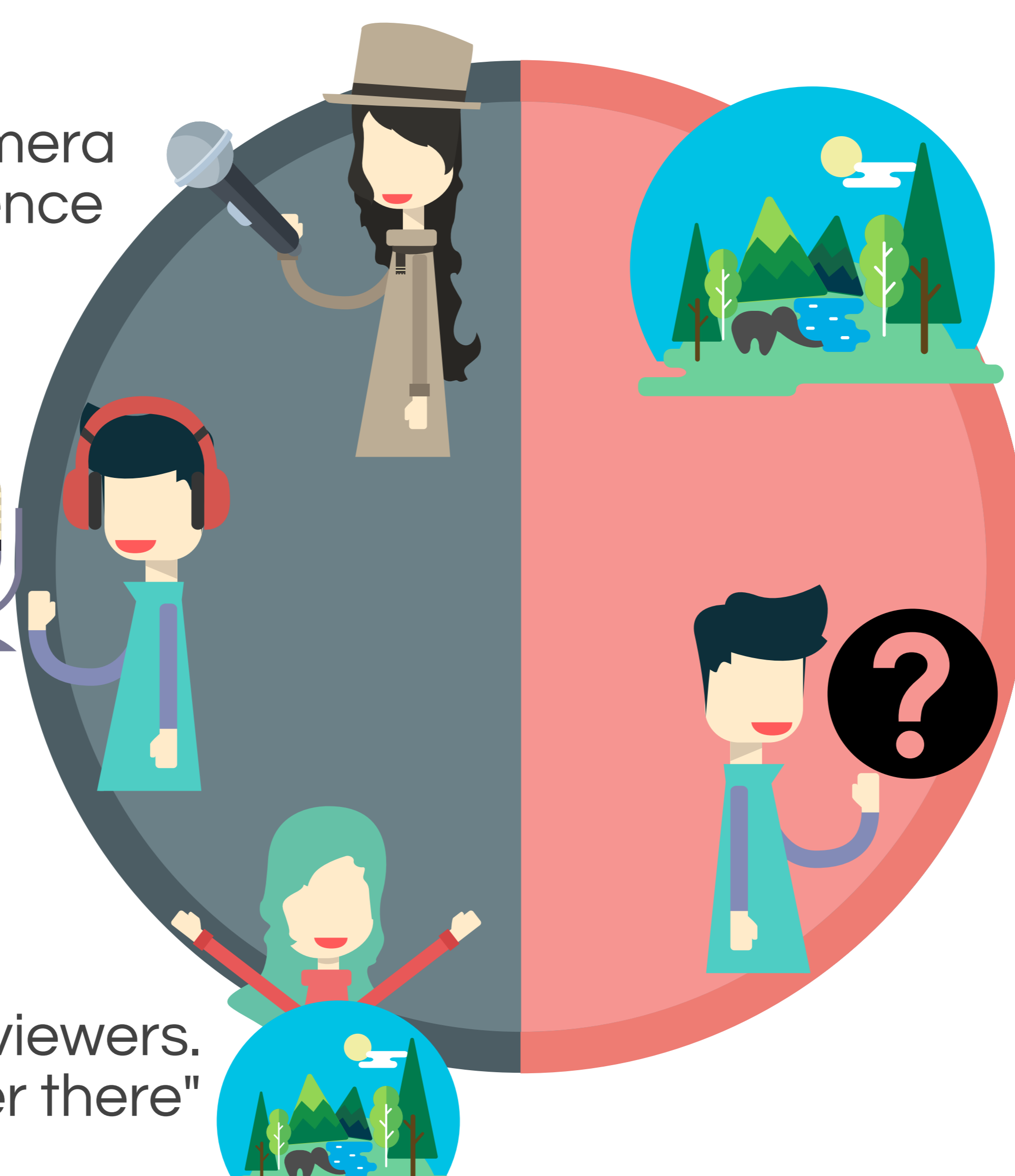


You can guide in different ways

A person in front of the camera that talks to the audience

Voice over, a storyteller, who explains what the viewers are seeing.

A person that guides the viewers. "If you look over there"



DON'T

Don't make 360° video dependent on an article

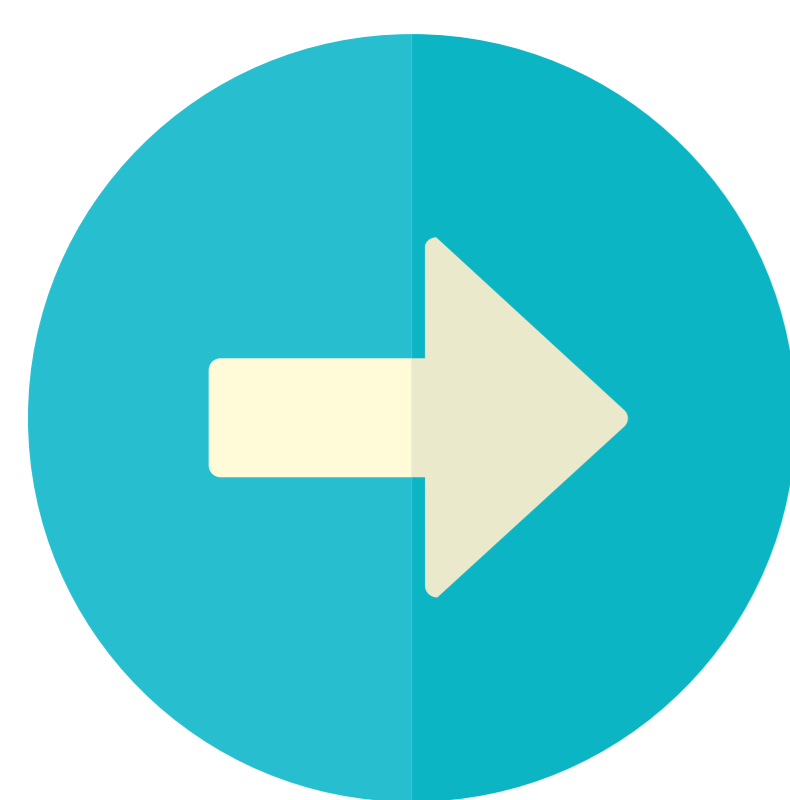


Without guidance viewers will

MISS the point. The viewers will look at anything and everything.

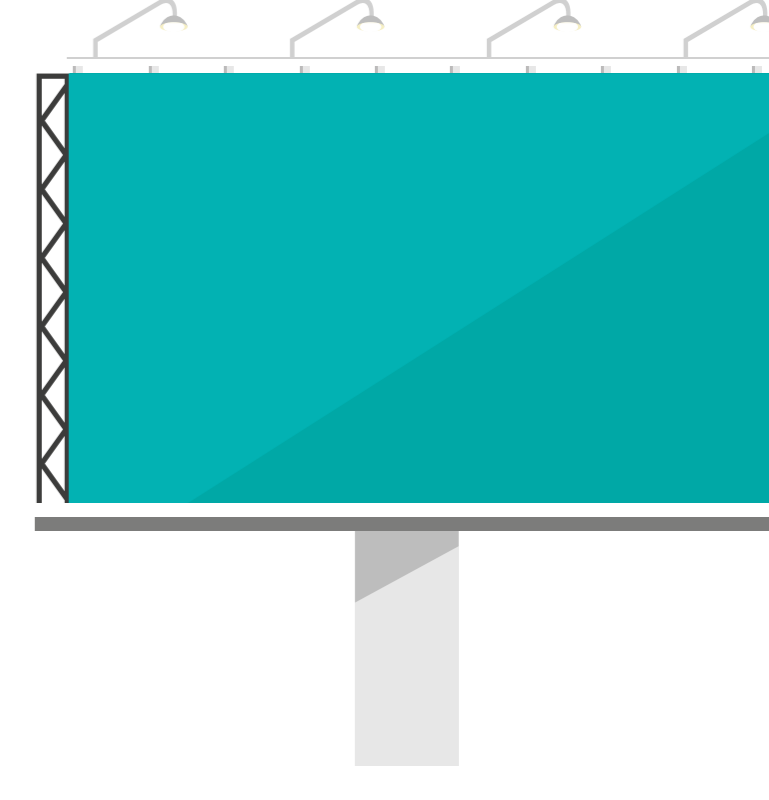
Get LOST. The viewers will most likely browse around a bit (may become confused or even frustrated) if there isn't something that catches the viewers' attention.

Do NOT be subtle in guiding the viewers



Use obvious visual cues that guides the viewers to the right place. Arrows, pointers etc.

Have the storyteller or reporter walking around, guiding and pointing towards the object of the story.



DO

Think of the devices your viewers use

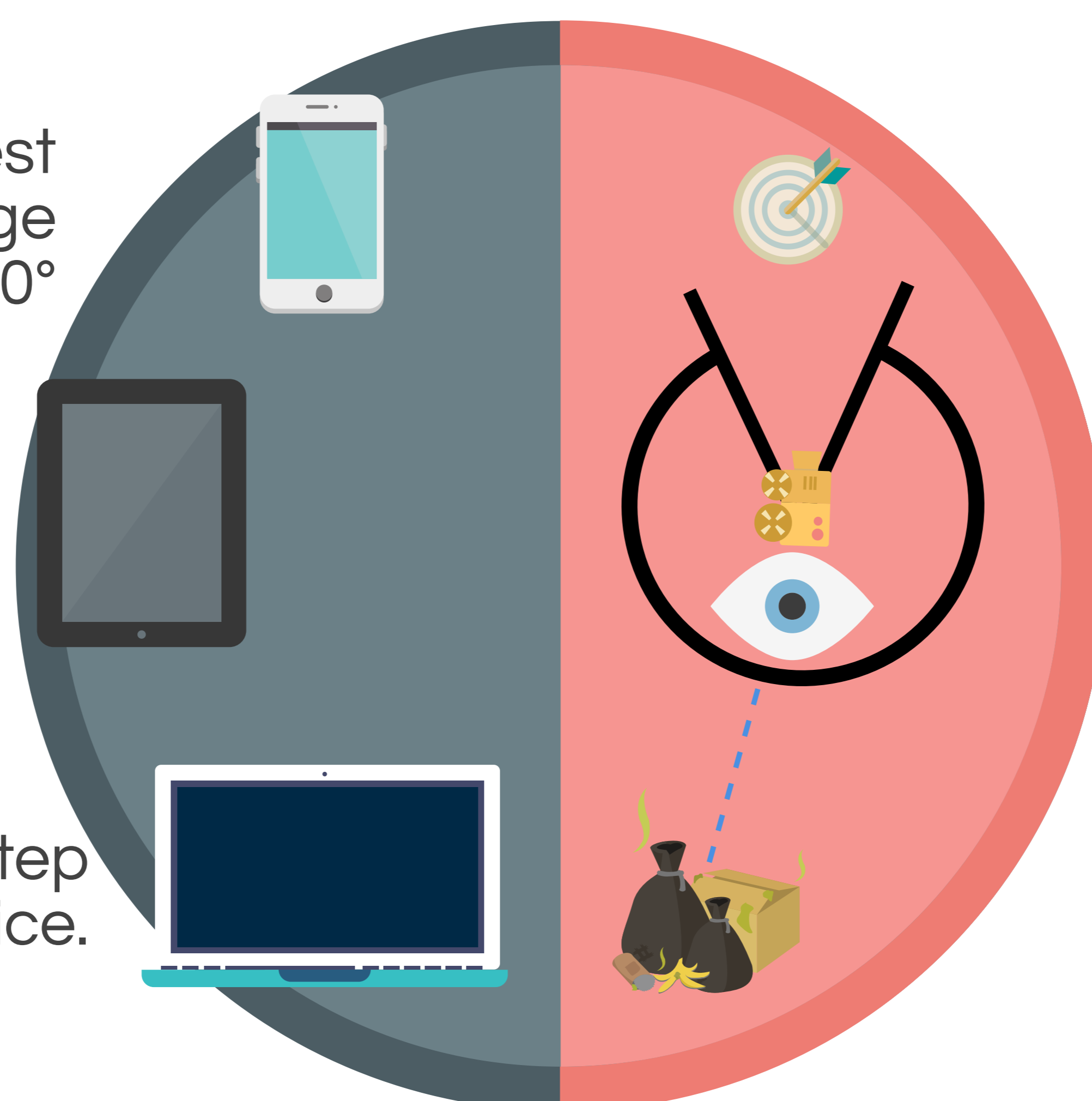


360° content works differently on different devices.

The most intuitive, smallest movement will change viewpoint in 360°

Intuitive to use, requires larger movements than smartphone

Not very intuitive, an extra step with mouse as input-device.



DON'T

Don't expect the viewers to see what you want to show them



Keep in mind that

Visual cues need to be visible longer than in regular video.

Expect the viewers to be 180° on the opposite side.

The 360° content must also be able to stand alone.

Do not take for granted that the viewers have read the article/text connected to the video.

Tell the story with the 360° video

In summary,

360° technology is NOT suitable for reporting news.

Can be suitable, when carefully planned for and where there's time for post-production.

Follow these guidelines whenever you are creating 360° content.



Reference:

- <https://create.piktochart.com/output/34436243-360-project-info>
- <http://www.medialitio.fi/vts/>
- <http://www.forummag.fi/>
- <https://www.hssmedia.fi/>
- <http://www.explab.fi/>
- <http://www.abo.fi>
- <http://www.gotamedia.se/>
- <https://www.lnu.se/>