

CREATE AN



EXPRESS-1 AVATAR

THE NEW GENERATION OF
OUR CUSTOM AVATARS

CUSTOM STUDIO AVATAR

synthesia requirements

Following our guidelines during the recording is crucial for optimal results

It is advised to practice reading the script at least once before the first take

A reshoot might be needed if requirements are not met

Please reach out to our friendly Support team if there are any questions after reading through this document

OVERVIEW

We strongly recommend reading each section

1. Video Background - use a **GREEN SCREEN**
2. Camera - shoot in UHD (3840x2160) at 29.97 or 30 frames per second
3. Framing - camera at chin height and keep hands outside of the frame at all times
4. Lighting - keep the actor well and evenly lit with no shadows
5. Audio - in sync with the picture and **NO background noise or echo.**
6. Colour - You must colour grade your own footage to your own liking
7. Wardrobe & Hair - no colour clashes with the background. Clothing layers must **not move independently**
8. Glasses - Advice on recording with glasses
9. Performance - No hands or arms in shot. Head should move naturally.
10. Script - Read directional instructions and download your script from here
11. Consent - This must be recorded and provided alongside all takes

SUBMISSION

Send Synthesia your avatar footage through our portal on Studio using this link [here](#)

How many video files?

- > Your best 3 performance takes
- > 1 consent take

Spec requirements?

- > H264 MP4 Codec & Format
- > Less than 2GB per video
- > 29.97 or 30 frames per second
- > UHD 3840x2160 resolution

NOTE - Videos cannot contain jump cuts or edits that have removed parts of the performance from the middle of the takes. Your footage might be rejected if this is not followed

By submitting your footage you acknowledge that the performer fully understands that their visage will be used to create an AI Avatar, that you agree to the Synthesia Ethical Guidelines and accept the Synthesia Terms and Conditions of Service.



1 - BACKGROUND

> Use a green screen*

*Blue screen if the performer is wearing any green clothing or accessories

> The background should contrast with the clothes and skin tone, ensuring a clear distinction between the subject in the foreground and the background.

> Well lit with limited shadows

> Do not remove or replace the background in the edit



2 - CAMERA

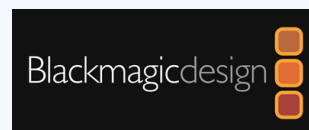
Best Recording Spec:

- > UHD resolution at 3840x2160
- > 29.97 or 30 frame rate per second (fps)

Can't Record in UHD?

- > Minimum HD 1920x1080 resolution
- > The performer must be shot with the exact Avatar framing as outlined on the following page, or the footage will be rejected

SONY



Canon

Use a professional camera for maximum results

RED

ARRI

LUMIX

Recording Instructions:

- > Camera lens at chin height
- > Make sure the focus on the face is sharp
 - > Do not use any type of streaming software, webcams or applications that capture your recording over an internet connection
- > Standard video production technique that consists of a camera and external microphone is required

3 - FRAMING

RECORDING IN

UHD (3840x2160)



- > Performer can be framed from the torso-up
- > Hands should remain outside of the frame at all times
- > Synthesia can zoom in to create the perfect framing,
- > No part of the performer can leave the side or top of frame
- > Camera lens at chin height

RECORDING IN

HD (1920x1080)



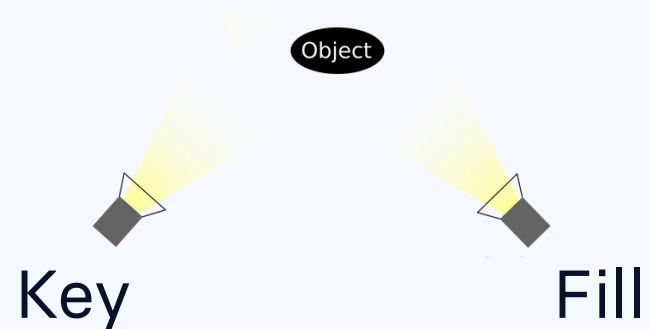
- > Performer should be framed exactly how the avatar will appear
- > Hands should remain outside of the frame at all times
- > Synthesia can't change the framing without losing quality!
- > No part of the performer can leave the side or top of frame
- > Camera lens at chin height

4 - LIGHTING

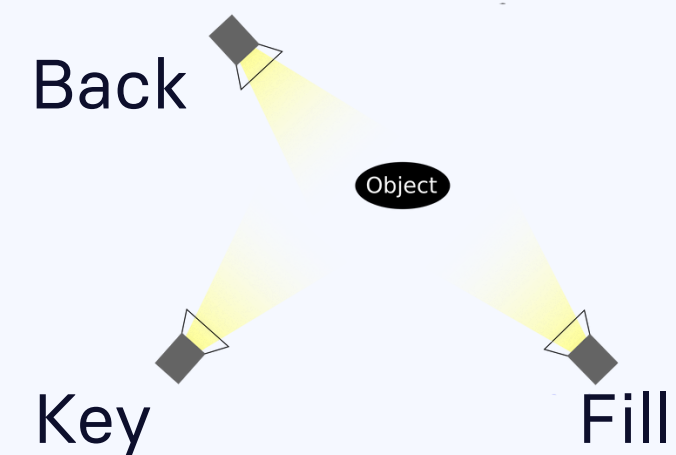
Maintain a consistent lighting setup throughout the filming process. Avoid any unnecessary changes in light intensity or direction.

Please refer to the below advice on lighting setup. Lighting choices can significantly impact the overall aesthetic and contrast of your avatar. We do not offer post-production adjustments, it's crucial to ensure proper lighting during recording.

Two-point



Three-point



- Two-point lighting is used in our Synthesia Studios to capture our avatars.
- We use a softer Keylight to create contrast from left to right of the image.
- This can limit the depth of the subject being filmed if the right type of equipment and intensity is not being used.

- Three-point lighting is most common in video production and still photography.
- The addition of a Backlight is used to create depth and three-dimensionality.
- The Backlight's primary purpose is to create a subtle rim around the subject without being too bright or noticeable as a light source present in the scene.

5 - AUDIO

Voice cloning is a separate service.
Please follow the steps listed [here](#) to create your custom voice!

We use the audio from the video to train your visual avatar. If the following is not followed, your footage may be rejected

> The audio must be perfectly in sync with the video

> No echo

> No background noise

> We can only accept Video & Audio of the featured performer. Off-camera audio such as "Action", "Cut" or feeding lines to the performer is inadmissible

> Audio from a lavalier* or a boom mic is ideal, but we can use camera audio if it is clear

*Note - we cannot remove a lavalier that is visible in the Footage. Hide it well and test audio quality for scratching or other interference before recording final takes

6 - COLOUR

- > We do not adjust the colour grade
- > Provide the look you would like for your avatar
- > Please do not provide raw ungraded footage

7 - WARDROBE & HAIR

- > Avoid clothing of the same colour as the background
- > Think of the performer as a “Lego person” - if clothes, hair or accessories move on their own, they need to be pinned down.
- > Take extra care around fabric such as dress and sleeve creases changing position throughout the performance
- > Hair must remain pinned back and not present on the forehead

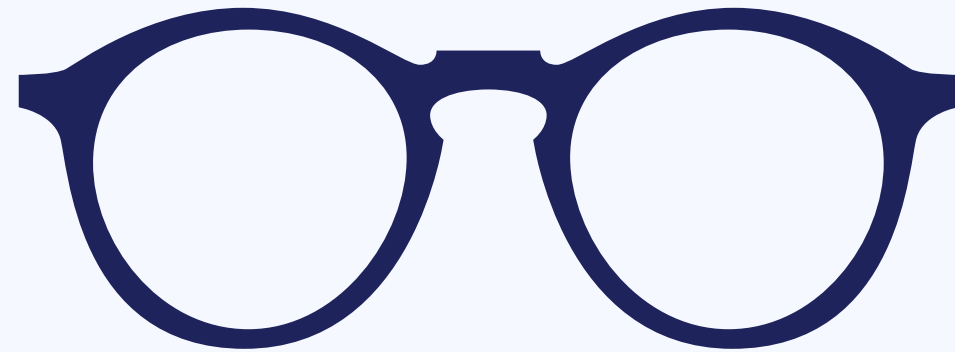


- > No sunglasses
- > No low hats
- > No long beards
- > Tattoos are usually okay but please check with Support before filming.



8 - GLASSES

Our Express-1 Technology is always improving and does work with glasses



However, different types of glasses can be difficult for our AI Model to work with. To minimise risk, we would suggest recording takes with and without glasses. Following the below suggestions for recording with glasses:

- > Make sure that the glasses frames are not positioned close to the performers eyelids
- > The performer should try not to rotate or tilt their head too extremely
- > Avoid see-through frames

9a- PERFORMANCE (Demonstration)

EXPRESS-1 AVATARS

ARE EXPRESSIVE

BUT ALSO...

EMOTIVE

VIEW VIDEO
DEMONSTRATION

HERE 

9b - PERFORMANCE (Head & Eyes)

Below instructions must be followed:

- > Performer should keep their eyeline towards the camera
 - > Head should move NATURALLY and be EXPRESSIVE
 - > No sneezing or coughing. Take must be redone if so
- > If reading from a teleprompter, make sure not to have it angled far from the camera. The performer should not be looking too far away from the camera
 - > Do not adjust the distance between the performer and the camera throughout. Performer should not rock forwards and backwards or move closer to the camera

9c - PERFORMANCE (Hands & Arms)

- > Hands should be kept at waist level at all times.
Your avatar may not be created if this is not followed.
- > Move your shoulders and head naturally as you read the script.
- > Please watch the Performance demo video below for best practices

VIEW VIDEO
DEMONSTRATIONS

HERE 

9d - PERFORMANCE (Emoting)

The performer does not need to be a professional actor

We require pronounced and consistent facial expressions

- > When the direction is to be happy, smile, maintain professionalism and calmness, and ensure to smile
 - > When the direction is to be sad, portray negativity, anger, and upset emotions
- > When the direction is to be excited, exhibit excitement, happiness, and positivity. Enjoy the moment

For your avatar to properly change emotions, the performer must display the emotion that is requested for entire section of the script



excited



// sad //



pleasant

DIRECTING TIPS

For **EXCITED** ask your performer to:

Persuade - Convince - Seize The Moment
Share a discovery - Encourage - Motivate

For **SAD** ask your performer to:

Demand - Challenge - Moan
Complain - Confront - Warn

10 - SCRIPT

- > The script will direct the performer
- > Make sure to follow EMOTION DIRECTIONS throughout
- > The avatar will mimic the performance - if the performance is not expressive or emotional enough, this will be reflected in the avatar.

Download the
Performance script
[here](#)



11 - CONSENT

As part of the submission we require a recording of the performer reading the following script to camera. This script needs to be read in the actor's native language, for which we provide translations. For this recording you don't need to worry about the style of the delivery, as long as the script is clearly stated by the performer, while facing the camera.

Download the
Consent script
[here](#)

