

Capturing Vroom



Brain Building Moments are Everywhere

Great photos and videos are key to bringing a story to life. We encourage you to take advantage of opportunities to capture and share Vroom moments. These tips will help ensure your photos and videos shine.



1. Focus on the Interaction

Showing moments of engagement is one of the best ways to model brain building behaviors. Capture the relationship between caregiver(s) and a child, rather than the child playing alone.

2. Ditch the Toys

Building a brain doesn't require fancy toys. Encourage parents to build on what they already do by **using everyday objects** like leaves or laundry as prompts for engagement in back and forth conversations.

3. Feature your Community

As you document Vroom, we hope you celebrate and capture your distinct community. Showcasing local people helps others see themselves as brain builders.

Photo and Video Tips

Storytelling

- Candid close-ups of a caregiver and child interacting are compelling.
- Capture energy and include diverse scenery—from parks to festivals to kitchen tables—but make sure to save battery for the main events.

Sound

- Consider sound quality and interference; when interviewing one-on-one, seek to limit background noise.

Camera Position

- Shoot video horizontally rather than vertically, especially when shooting with a smartphone.
- Keep your camera steady—use a tripod if you can.
- Natural light is best—shoot outside when possible with the light source behind you, shining on the subject.

Editing

- Edit your videos to keep the clips short and fun.

Vroom Materials and Logo Usage

Communities and initiatives across the country are using Vroom. When capturing and sharing stories about your brain building work, we hope you celebrate and feature your organization first and foremost. As such, your organization's name and logo should always come first; the Vroom logo should be a secondary, supporting logo.