

Tips & Tricks

Filming your own video



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OPTIMIZE YOUR LIGHTING AND BACKGROUND

Here are a few quick tips to get you started:

- Face towards your primary light source, ideally a window.
- Turn off or avoid any light sources behind you. Being backlit makes it hard to see your face.
- If you are using natural window light, turn off your interior lighting. This will keep your skin color looking realistic, and avoid the characteristic orange and blue tones of 'mixed lighting.'
- Avoid messy or busy backgrounds. You can never go wrong with a plain wall, but be sure to sit a few feet away to avoid the 'hostage video' look. Remove branded items and logos from your shot, if they are not from your company.

PRO TIPS:

When using a large window, if you don't have a white curtain, try hanging a white sheet if the sun is coming directly into the space and on your face. This will add a soft diffusion that will evenly light your face.

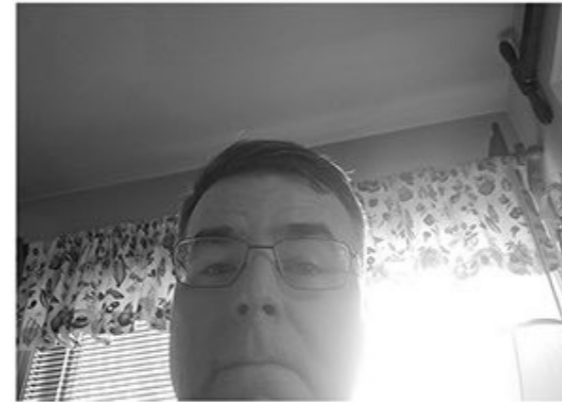


FRAMING

Consider your framing:

- You don't want your audience to be looking up your nose or down your shirt. Adjust your camera to be roughly at eye level.

INCORRECT FRAMING



PROPER FRAMING



PRO TIPS:

Shoot horizontal and not vertical.





CAMERA

Choosing the best camera to use:

- DSLR - Best option for quality.
- Mobile Camera - Newer smartphones have decent cameras built in. However you lack any real control of the look it creates.
- External Webcam - Ease of use. Plug and play. Not great compared to above but you gain some simplicity.
- Built-in Webcam - Of the cameras, these are going to look the worst 9 times out of ten. However, for many this is their only camera option so we try to make the image as clean as possible.



PRO TIPS:

Record in the highest resolution possible. 4K @ 24fps is preferred. Use a tripod if you can.



AUDIO

Here are a few key ways to create a clear audio to enhance the audience experience:

- Turn off any background noise, including washing machines and dishwashers if possible.
- Try to position yourself in a quiet room with carpet, blankets, and/or curtains to prevent echo.
- Lav mic - Wireless mic that allows you to be clear in a mobile way. Great for presenting if you are a keynote speaker or in a broadcast setting.
- Built-In mic - Smartphones typically have better audio than a laptop or tablet due to their stereo microphones. Built-in mics are usually quite flat and sound like they are coming from a tin can. If you have no other option, try to get as close as possible (approximately 75-100cm from your face) without making a strange image on the webcam.
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PRO TIPS:

Even if creating a beautiful image is inaccessible, clear audio is important for the audience who are taking away your key message.



Questions?

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