



TOP TIPS FOR SELF SHOT VIDEO

1. SHOOT HORIZONTALLY
2. WAIT A 1-2 SECONDS AFTER HITTING RECORD TO START SPEAKING,
AND DO THE SAME BEFORE STOPPING RECORDING
3. HAVE GOOD LIGHTING
4. IF YOU'RE SPEAKING, SHOOT INDOORS
5. FIND A QUIET LOCATION WITH SOFT SURFACES TO HELP REDUCE ECHOS
 - Walls and hard floors will contribute to echos
 - Soft Furniture and Carpet helps absorb echos
6. THE REAR CAMERA ON YOUR PHONE WILL LIKELY BE THE
HIGHEST QUALITY CAMERA YOU HAVE

**SEE THE NEXT PAGE FOR MORE DETAILED INFORMATION
TO HELP MAKE YOUR VIDEO THE BEST IT CAN BE!**



GENERAL GUIDELINES

LIGHTING

- Lighting is very important—low light levels will lead to poor video quality
- Avoid having a light source behind you
- Shooting in front of a window can be a great source of light—just make sure you are facing the window
- Have your main light in front of you and positioned higher than your face
- Add a little distance between you and the light source so it can spread out and be more flattering

BACKGROUND/LOCATION

- Do not shoot outside: the light is harsh and wind noise will be picked up by your microphone
- Check your background: make sure there isn't any sensitive information behind you
- Avoid a busy background (like your kitchen)
- Try to find as quiet of an environment as possible
- Soft Furniture and Carpet helps absorb echos

CLOTHING

- Avoid busy or intricate patterns
- Wear a color that contrasts with your background

AUDIO

- Record 10 seconds of silence to use for noise reduction
- If you're using your phone, see the Self-Capture Video Tips

CAMERA

- Place the lens at, or slightly above, eye level
- When filming, look into the camera lens—not at the screen
- You'll want to look at yourself, but avoid this instinct
- Put yourself in the middle of the shot
- Don't set up the camera close to your face. Have some distance—an arm's length at a minimum, preferably more
- If someone is filming for you, use a broom, step ladder or similar to help stabilize the video for longer clips

CAMERA SETTINGS

- 1080p is sufficient, 4K can help edit multiple takes together
- Do not shoot in slow motion/high frame rate modes
- Use a frame rate of 30 Frames per Second (FPS)

SCRIPT

- Plan out your video before you start filming
- Your video is likely to require editing, so feel free to do multiple takes. For each re-take, make a complete stop, back up and restart your sentence or section.

GENERAL FILMING TIPS

- Give yourself a count down. Look directly into the lens, rest your body, and think to yourself, "3, 2, 1... talk". This will prevent awkward lead-ins and outs to the video.
- Sit down while filming. If you stand, you may start to sway or pace. Sit up straight, don't lean back into your chair, and bring your head forward for the best result.
- Do a test clip with audio and play it back to make sure everything is working as it should

SELF-CAPTURE VIDEO TIPS

USING A PHONE (RECOMMENDED)

- Shoot with a landscape (horizontal) orientation—**do not use vertical orientation**
- Put your phone on Do Not Disturb mode to avoid interrupting buzzes and sounds
- Use a headset/headphones with a microphone or Bluetooth device to help record better audio (Such as AirPods/EarPods)
- The rear camera is typically of higher quality. Try a test shot to see if you can aim and focus it on your own.
- Find or create a stable platform to keep the lens at, or slightly above, eye level

USING A COMPUTER

- Close all unneeded applications
- Turn on Do not Disturb mode (Mac), Focus Assist (PC) or Quiet Hours (PC) to limit interruptions

USING A GOPRO

- Download the GoPro app so you can preview the recording from your phone
- Don't use the 'wide' Field of View (FOV). Use medium or narrow instead.

ADDITIONAL THOUGHTS

PRESENTING FROM A POWERPOINT

- Give a verbal indication that you are changing slides so that the editor knows when to change the slide
- Avoid using animations and videos in your slides

CAPTURING SECONDARY FOOTAGE FOR EDITING

- If you have a second camera, set it up at a different angle or at zoom level. Additional footage helps when splicing different video clips together.

DELIVERING FILES

- Use the highest quality settings when exporting the video from your software
- Use Box or another online file transfer service. Video files are too big to be emailed as attachments.
- You can download the Box App on your phone for uploading
- If you filmed on your phone, ensure that you are using a WiFi connection to transfer files

WE'RE HERE TO HELP!

Whether educational or narrative, video reaches a broad audience. A carefully planned and crafted video instructs and conveys a large amount of information through an engaging medium. The Media Solutions team will work with you to create a unique video at any stage of your project.

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