

VIDEO TIPS

FOR FILMING AT HOME



Creating video while working from home has become extremely easy. Today's phones are capable of shooting very high quality video, but there are still a number of things to keep in mind before you start shooting.

YOUR EQUIPMENT

Every phone has a front- and rear-facing camera.

- **DO use the front-facing camera.** This will produce a better quality image than the rear-facing camera.
- **DO try to get someone to help you with filming** so you do not have to rely on being able to see yourself.
- **DO look into the camera lens** at your audience while filming.
- **DO NOT use the phone's digital zoom** to get closer to the subject as this will degrade the image, lowering the quality of the video.



LIGHT IT UP

One of the most important things to consider when filming is to have good lighting.

- **DO make sure your subject (you) is well lit.**
- **DO aim lights towards the front of the subject at eye level.** This will remove and reduce shadows that would appear on the face.



The better the lighting, the better you will look on camera.

You can purchase inexpensive lights that will give you the best color and lighting. Desk lamps will also work in a pinch.

KEEP IT STEADY

- **DO use a tripod.** If you do not have one, lean the phone up against something to keep it steady.
- **DO place the camera in a landscape position.**
- **DO keep the angle eye-level or slightly higher.**
- **DO NOT hold the camera in your hand** or use a selfie stick as that makes for a shaky video.
- **TRY NOT to shoot up from a low angle** as this is very unflattering.



SOUNDS RIGHT

Good sound quality might be the most difficult part.

- **DO film in a quiet room** and make sure it doesn't have an echo.
- **Be aware of background sounds** such as kids, animals, TV, sounds from outside, etc.
- **TRY to use an external mic** as opposed to the built-in mic whenever possible.



There are some apps that will actually allow you to use your earbuds as an external mic. You may have seen some late night hosts using them.

BE AWARE OF YOUR ENVIRONMENT

- **Keep background objects to a minimum** (art, pictures, and shelves with knick knacks) as they can be distracting.
- **AVOID walls with brilliant white or saturated colors and busy patterns like stripes.**
- **AVOID windows unless you have very good lighting,** otherwise your subject will be too dark.

The cleaner the background, the more the focus will be on you.

DRESS FOR SUCCESS

- **DO wear business casual clothes.**
- **DO wear neutral colors, soft blues, and browns.**
- **AVOID wearing busy patterns and high-contrast clothing** like a bright white shirt and bright red pants. Avoid white shirts unless you have something covering it, such as a solid vest or blazer. Avoid bright, vibrant reds as they can give an unearthly glow.

Don't be afraid to experiment, tweak, and try again.

Good luck!