**TIPS FOR VIDEO CAPTURE**

**LIGHTS**

- **Check for glare**
  - If you’re wearing glasses, be sure to check if your light source is reflecting off your lenses. The easiest thing to do is to remove your glasses. Not an option? Raise your light source to reduce or eliminate the glare.

- **Check for vignetting**
  - If you’ve got a ring light and your window access is spotty, give it a shot! These lights cast an even light, helping to reduce shadows on the face, giving your skin a smoother look and brightening your eyes. If you’re planning on being in front of the camera a lot, it may be worth the minor investment of $20 to $100+.

**CAMERA**

- **Grab a friend**
  - If possible, when using a smartphone you may have someone (at least a steady arm) and from a safe distance/film you. This allows for a more natural camera angle. Filming solo? Use a small phone tripod, or rig a secure set-up like leaning your phone against a sturdy surface to ensure a smooth video capture.

- **Set yourself up for success—ful angles**
  - Be cautious to not cut off your head or sides of your body with your content and viewer. Ensure a smooth video capture.

- **Get your background in check**
  - It’s best to have a tidy background that won’t distract from your message. Avoid distracting objects, complex patterns (for example, a houndstooth pattern can be dizzying on camera), and intense lighting (avoiding overexposure and scary shadows).

- **Get your body in check**
  - When filming from a computer, avoid the source of the sound and the image in the area. Opt for natural light if you can. If the main source of light is behind you, your face and body will be in the shadows. For example, if you’re standing with a bright window at your back, turn around and face toward the window instead.

- **Get your audio in check**
  - If you think audio will be an ongoing hurdle, you can purchase an inexpensive (around $15), small microphone that works with your smartphone, laptop and desktop. These can dramatically improve audio quality.

**AUDIO**

- **Take five**
  - Great performances take practice. Give yourself time to do a full dress rehearsal. Once you’re ready, and if time allows, record multiple takes and pick from the best material to edit down for the final content.

**EDITING**

- **Check your tints**
  - Color correct your footage to remove any unsightly tints and hues, strengthening the overall look as much as possible.

- **Reframe**
  - Aim for your final content to have consistent framing—keep an eye on what is entering and exiting the edges and corners of your screen. To keep this under control, you can often use the crop tool in your editing software.

- **Be concise**
  - To create an impactful video, streamline the dialogue and ensure a clear message by cutting down and consolidating the video’s length. Include your call to action at least once, or ideally at the beginning and end of your message.

- **Check your files**
  - File sizes and formats of self-recorded smartphone and webcam footage don’t allow for a large amount of editing flexibility in terms of changing the overall look and sound of the original footage captured. Aim for your final product to be a clean-up, color corrected, enhanced and consolidated version.

**ACTION**

- **Let your AV prowess reign**
  - Allow yourself ample time to set up and adjust everything in the area. Grub some shots and check your position. If possible, get your best framing right off the bat to avoid having to re-recording everything. Once you’re happy, you can often use the crop tool in your editing software.

- **Eye contact**
  - When filming from a computer, avoid focusing on yourself in the webcam frame on screen. If eye contact is desired, look directly into the tiny camera source light. If you don’t want to provide direct eye–contact, focus slightly to the side of the camera source.

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