



Tips and Tricks for Creating an Awesome Video

You're here because you're recording a video to showcase all of the incredible things happening in your community. You're already a phenomenal leader and this video is a great way to highlight the work you do. We know that filming a video can be oddly nerve-wracking, but the best part is you can do as many takes as you'd like! We encourage you to relax and treat this video as a simple conversation. Below are some tips you can use as you create your video. You've got this.

SETTING UP YOUR PHONE / CAMERA

- Shoot horizontally (use landscape mode and not portrait mode)
- Set your laptop, phone, or camera on a tripod or steady surface (please do not hold your camera while shooting to avoid shaky footage)
- Position camera at eye level
- Choose a non-distracting background (avoid windows, showing other people, posters/signs that can be read etc)

CLOTHING AND ACCESSORIES TO AVOID

- Clothing with colors that blend in with your background
- Visible labels, logos, text, images
- Noisy accessories that could interfere with your audio

SOUND



- Quiet location with little background noise (street sounds, music, other people, wind)
- Avoid large spaces to reduce echo

LIGHTING



- Shoot in daylight if possible
- Face your light source (do not position yourself with your back facing the light)

CAMERA PRESENCE

- Look at the camera at all times
- Stand/sit up straight
- Keep your shoulders relaxed
- Smile, especially at the beginning and the end of each response

ANSWERING QUESTIONS

- When answering question prompts, please rephrase the question at the beginning of your response instead of jumping right into your answer
- Start and end your answers with a second of silence, looking straight into the camera
- Start your answer again if a noise interrupts your answer, such as a police siren or dog barking

All tips are from New York University's website [here](#)