

# VIDEO RECORDING BEST PRACTICES



## OVERVIEW

This toolkit is designed to best equip you with essential “know-how” details for filming your own content. These tips and tricks are best used as a high-level guide; each individual project should be taken into consideration for any additional needs.

Please note this toolkit is also relevant for taking high-quality photos — we recommend using the same best practices and film equipment as outlined below. The one additional recommendation we suggest is to always take at least 3-5 photos of the intended shot, as well as to avoid adding any filters or altering the photos once they’ve been taken.



## RECORDING TIPS & TRICKS

### EQUIPMENT

The recommended equipment includes devices to use for filming, gear for stabilizing your device, and audio equipment for optimal sound recording:

- iPhone 8 or higher (for filming)
- iPad 7 or higher (for filming)
- Samsung Galaxy Note 8 or higher (for filming )
- iPhone/Android Stabilizer (for a steady shot when filming)
  - [Obudyard 1-Axis iPhone/Android Gimbal Stabilizer](#)
  - [Hohem 3-Axis iPhone/Android Gimbal Stabilizer](#)
- iPad Stabilizer (for a steady shot when filming)
  - [MegaMount Multimedia Video Stabilizer for iPad 7 and 8](#)
  - [MegaMount Multimedia Video Stabilizer for iPad Pro, 11 Inch](#)
  - [MegaMount Multimedia Video Stabilizer for iPad Pro, 12.9 Inch](#)
- Android Tablet Stabilizer (for a steady shot when filming)
  - [Aduro U-Grip Tablet Stand](#)
- iPhone/Android/Tablet wireless lavalier microphone (for high-quality audio)
  - [HMKCH Wireless iPhone/iPad Lavalier Microphone](#)
  - [VEDPOG iPhone/Android Wireless Lavalier Microphone](#)

### LIGHTING

- Record in a naturally well-lit room with as few hard shadows as possible.
- If possible, record facing a window or a source of natural light (so the window/light is in front of you, rather than behind you). This will ensure you are uniformly lit. Additionally, avoid bright light sources in the frame behind you, such as a bright lamp, that will cause your camera to auto-adjust and darken the rest of the image.
- If possible, wear contacts rather than glasses while filming, or go without your glasses if comfortable. If you prefer to wear glasses, be sure your main light source comes from above and slightly to the side. You're likely to encounter reflections in your glasses in some form, regardless; however, this lighting will help minimize the shadows and reflections.

## RECORDING TIPS & TRICKS

### CAMERA

- Keep the phone or tablet in **landscape mode**; never film in portrait mode.
- When positioning your device, keep it at or above your eyeline, so you look directly at the camera lens.
- Stable footage is important. If possible, refrain from holding the device in your hands. Use a stand, recommended stabilizer or heavy object to lean your device against.
- **Pro tip:** Using the rule of thirds is a good way to help frame your shot, and there is a grid setting on your camera that can help with this. Try to align your eyes with the highest horizontal grid line. Included below are instructions that outline how to access the grid features on the different recommended devices:

#### iPhone

1. Open settings
2. Select camera
3. Locate the composition option and toggle the grid feature “on”

#### iPad

1. Open settings
2. Select camera
3. Locate the composition option and toggle the grid feature “on”

#### Samsung Galaxy

1. Open the camera
2. In the left hand corner, open the camera settings
3. Turn on the grid feature

#### Samsung Tablet

1. Open the camera
2. In the left hand corner, open the camera settings
3. Turn on the grid feature

## RECORDING TIPS & TRICKS

### BACKGROUND

When and if possible, we recommend using your background to help tell your story by filming somewhere relevant to your job. For example — if you work in sales, we suggest filming at your office or sales room. If you work in a warehouse, film in front of beer pallets. Or, if you work as a truck driver, film in front of your truck. If this is not feasible for you, pick an area in your home or office where you feel comfortable.

- Try to place yourself in front of a background with minimal distractions; no people, active machinery or running television.
- If there are papers or folders in your background that can't be removed, be careful that no personal information is visible or legible.

### CLOTHING

- We recommend muted, solid-colored attire to be worn during filming. It is important to avoid clothing that includes busy patterns, which can create distracting, optical effects on screen; bright colors that take over the screen; or colors that are too similar to your background and can blend in.
- Additionally, we recommend not wearing any jewelry that makes noise when moving, such as bracelets, or jewelry that can be distracting, such as long, reflective, dangly earrings.

### AUDIO

- For best sound quality, please make sure you are no further than 4 feet away from your device. Please also use a lavalier microphone if you have one.
- Limit any background noise, such as televisions and radios.

Make sure all of your notifications are silenced (email, phone calls, text messages, etc.).

### MAKEUP

- It is important to frame your eyes for the shoot. Mascara, eyeliner and neutral eyeshadow colors will enhance your eyes without creating a distraction.
- Apply face powder to give yourself an even, matte finish and help cut down on distracting shine.
- Avoid glossy lipsticks or lip glosses, as reflective lips can look distracting on camera.



## RECORDING TIPS & TRICKS

### RECORDING

- When you press record, wait 3-5 seconds before you begin to speak.
- When you're finished talking, pause for 3-5 seconds at the end before stopping the recording.
  - *These pauses will help ensure there's enough time at the beginning and end of the recording for when the footage is edited and added into a larger video.*

### RECORDING B-ROLL

B-roll is secondary footage that is often used as cutaway footage during voiceover narration, to provide context and visual appeal to help tell your story. It is an important component of video production that helps create a captivating and compelling story. It keeps your audience visually engaged and gives added depth and meaning to your company narrative. Listed below are best practices to film effective b-roll.

- Construct a script for the video. The script is a concise blueprint to guide the narrative of the video.
- Create a [shot list](#) to accompany your script that guides the specific shots you want to capture. B-roll should support voiceover sections, bring the story to life and spotlight people in action.
- Identify the specific subjects that you want to capture in their natural setting.
- Utilize different angles of the subject to properly tell the story.
- Capture details that embody your company, including your company logo, frequently used tools, materials and equipment, and mementos like photos and beer bottles.
- Incorporate motion; static b-roll footage isn't engaging.
- Be sure to capture relevant b-roll that is aligned with the video's theme.
- The b-roll shots should follow the voiceover.

## RECORDING TIPS & TRICKS

### *SAMPLE SHOT LIST OF B-ROLL*

B-roll is secondary footage that is often used as cutaway footage during voiceover narration, to provide context and visual appeal to help tell your story. It is an important component of video production that helps create a captivating and compelling story. It keeps your audience visually engaged and gives added depth and meaning to your company narrative. Listed below are best practices to film effective b-roll.

- Establishing shot of business (ex: wide shot walking up to warehouse, panning to logo, wide shot walking through ground floor and main areas)
- Footage that captures a “day in the life” at the company (ex: close up shot of pallets or lines of beer bottles, delivering beer, employees bottling beer and carrying to trucks)
- Footage of what makes their business unique (ex: medium shot of a family workplace, the camaraderie, the dedication, work ethic, etc.)
- Shots of the business owner interacting with employees (ex: wide shot of his/her workspace, interacting with customers, etc.)
- Shots of customers drinking beer (ex: wide shot of people interacting in groups at a bar or outdoor picnic)
- Create a shot list to accompany your script that guides the specific shots you want to capture. B-roll should support voiceover sections, bring the story to life and spotlight people in action.
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- Utilize different angles of the subject to properly tell the story.
- Capture details that embody your company, including your company logo, frequently used tools, materials and equipment, and mementos like photos and beer bottles.
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### *SHARING THE RECORDING*

If your device gives a prompt regarding file size, please share the video at the highest resolution your device allows. This will likely be around 60mb-100mb for a 60-second recording.

## ADDITIONAL SUGGESTIONS

Just a reminder that anyone being filmed for public consumption should sign a release or waiver for the organization that will be using the content, saying they understand how, where and how long their footage will be used.

Also, a friendly reminder to be yourself! The best videos are ones that are authentic to who you are and show your story in a real way. Have fun and feel empowered to let your inner star shine on camera!

## FILMING TERMINOLOGY GLOSSARY

There are frequently used terms used to describe different elements of video production:

**B-ROLL:** Secondary footage that is often used as cutaway footage, to provide context and visual appeal to help tell your respective story.

**TALKING HEAD:** A specific style of recording used to capture the head and shoulders shot of a person speaking directly to a camera.

**LOWER THIRDS:** A combination of text and graphical elements placed in the lower area of the screen to seamlessly provide the viewer with more information.

**V.O. OR VOICEOVER:** The voice of an unseen narrator speaking.

**LAVALIER MIC:** A small, usually clip-on microphone, utilized for hands-free use.

**SHOT LIST:** A detailed list of every camera shot that needs to be captured for a video. This is a checklist to ensure all necessary shots are filmed.

**TILT SHOT:** A tilt shot involves moving the camera up and down.

**PAN SHOT:** A pan shot involves moving the camera from side to side.

**CLOSE-UP SHOT:** A close-up shot shows only the subject's face or a single object with little to no background.

**MEDIUM SHOT:** A medium shot shows the subject from the waist up with some background.

**LANDSCAPE:** A filming orientation that refers to a framing that has a longer width than height, or horizontal framing.

**PORTRAIT:** A filming orientation that refers to framing that has a longer height than width, or vertical framing. When filming on your phone, never film in portrait orientation.

**WIDE SHOT:** A shot that captures the entirety of the subject and its background.

**APPLE BOX:** (This is not related to the Apple brand) Apple boxes are used for anything that needs to be propped up or supported temporarily. They are the most useful pieces of equipment on set. Various items can function as an apple box, as long as it is durable, balanced and won't collapse supporting heavy weight.