

10

top tips to taking great videos on your mobile or digital camera

Video content is great – it attracts lots of online views, gets the message across quickly, and is easy and cheap to do yourself. However, a badly filmed or inaudible video is a waste of time – no one will watch it. These are our 10 top tips to help you create top-notch videos with a smartphone or digital camera.

01 Check it's OK

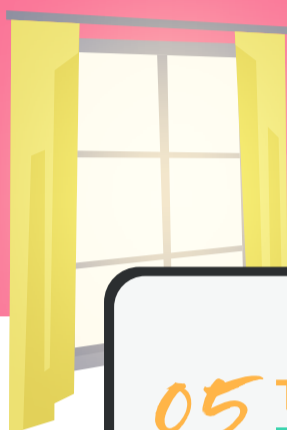
Before you interview anyone on video, get permission to film them.

02 Use a tripod

For professional-looking videos, it's best to use a tripod for stability. Most digital cameras work with basic tripods, and there are adapters available for smartphones.

03 Lighting

Make sure your subject is facing toward a window for good lighting. Never put a window behind them or you'll be left with a silhouette.



A small LED light panel is very good at filling in shadows on your subject's face.



04 Perfect sound

Place the microphone close to your subject – about 15-20cm from their mouth. Avoid areas with too much background noise.

05 Turn it sideways

Computer monitors and televisions have landscape-oriented displays. Make sure you turn your phone on its side to record horizontal footage.

06 Exposure and focus

Don't use digital zoom – it doesn't give good footage. Lock the manual controls (so they don't adjust and leave your footage over-exposed and out of focus) by tapping on your subject in your smartphone's default camera app.

08 Interview time

Leave a couple of seconds of silence between questions. This will make it much easier to rearrange the sequence when you want to edit later. Don't speak over each other. Wait for the subject to finish their response before moving on to the next question.

07 Prepare and practise

Have a script. This will help you cover everything and keep focused. Don't read from the script – instead, create cue cards you can glance at. Film a couple of takes so you can feel confident in your delivery, and also check for any problems with sound and lighting.

09 Check the footage

Before you say goodbye do a quick check of the footage you recorded. Can you hear the subject clearly? It is much easier to ask the subject to record a second take with you at this stage than to set up a whole new interview!

10 Edit for success

Some basic editing will make your video more engaging: Add some opening and closing titles, and use frames to divide the content and create summaries. People often watch videos with the sound off, so consider adding subtitles that reiterate key statements.

Need more help?

You can always ask Fresh to edit your footage and add titles, animations and music – we're here to help you create great communications!

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