Effective Video Recording

Orientation and Size

TIPS

• When recording videos for social media, it's important to consider how your audience will view your video. If you are creating content for YouTube, landscape/horizontal is preferred. Meanwhile, if you are creating content for TikTok, portrait/vertical is preferred.

  Portrait: [Image]
  Landscape: [Image]

• Video format should be 1080 or HD settings at 30 FPS.

Location

• Choose a quiet location to record. Ambient noise is easily picked up by the microphone.

• Have your subject between 2'-4' from the lens. 2' if it’s noisy.

• Shoot a medium shot of the subject—waist high.

• Position the subject slightly left or right to the center of the screen.

Lighting

• If you can, position your subject facing a window or a light – with the light source either behind the camera, or directly to the side.

• Avoid shooting where there’s a really bright background – like a window – behind the subject. Cell/tablet cams can’t compensate for the light.

Shooting Basics

• Clean the lens. Make sure there aren’t any fingerprints or smudges on the camera. Don’t move the camera quickly—move it slow and easy.

• Keep the eyes of the subject about 1/3 of the way down from the top of the screen. Keep the camera lens eye-level with the subject.

• If you are recording yourself, prop the camera up and take a test photo to ensure you’re lined up properly in the shot. Don’t try to hold it while recording.

• If someone else is recording you, they should tuck their elbows into their torso which will help steady the camera.

• Don’t zoom if using a phone—move closer. Phones rarely have a real zoom and instead digitally blow up the picture.

• The subject should take a deep breath and count to 3 in their head before the recording begins. When done, the subject should maintain eye contact with the camera for three seconds before the recording ends.