

## FILMING GUIDE

This guide offers simple tips for making the short videos.

It should be easy and fun - just like talking to a person at your stand. The 5 steps are:

**01** CAMERA SETTINGS

**02** LOCATION

**03** LIGHTING

**04** SOUND

**05** FRAMING AND POSITION

**01**

### CAMERA SETTINGS



We want to capture the **BEST QUALITY VIDEO** your device will record.

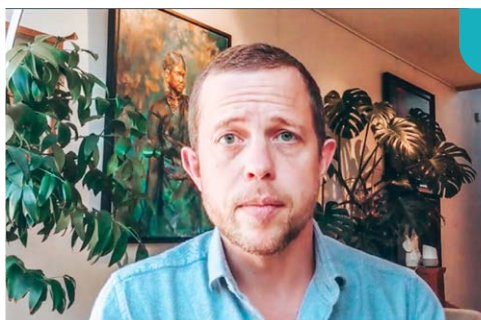
**01.1** Open the **SETTINGS** app.

**01.2** Select **CAMERA**, then tap **RECORD** Video.

**01.3** Select **4K** if available, or **1080P HD** if 4K is not in the list.

**02**

### LOCATION



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*Example of a great location. Well lit, depth of field, interesting background.*

Choose a location where you are **COMFORTABLE**, it's **WELL LIT** and **QUIET** (see points 03 & 04). Bonus points if your location is "on brand" or related to your subject matter. Background. **NO GREENSCREEN!** Please just **USE A NICE CLEAN BACKGROUND**, some objects (bookshelf/painting) as you would on a typical video meeting.

- 01 CAMERA SETTINGS
- 02 LOCATION
- 03 LIGHTING
- 04 SOUND
- 05 FRAMING AND POSITION

## 03

### LIGHTING



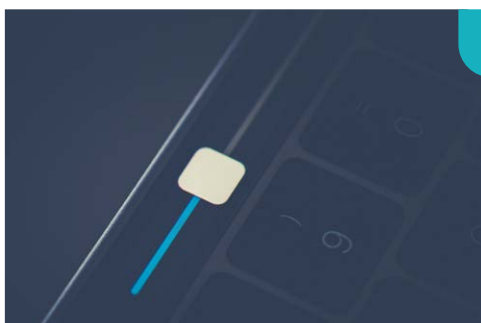
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Avoid mixed light. A mix of sunlight and indoor lamps can create unrealistic colors and skin tones.

Make sure **MORE LIGHT IS IN FRONT OF YOU** than behind you. **AVOID SILHOUETTES**. Make sure you're in a **WELL LIT AREA**. Cameras look better with more light. If using natural light, make sure you are filming while **FACING TOWARDS THE LIGHT**. If you're in a place without natural light, pick an area that has adjustable lighting.

## 04

### SOUND



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Be conscious of noise from clothing or jewelry.

If you can hear it, your camera will too! Try to record in a **QUIET AREA** that is **FREE OF ANY BACKGROUND NOISE** (such as cars driving past outside) or humming equipment like fridges or air conditioners.

01 CAMERA SETTINGS

02 LOCATION

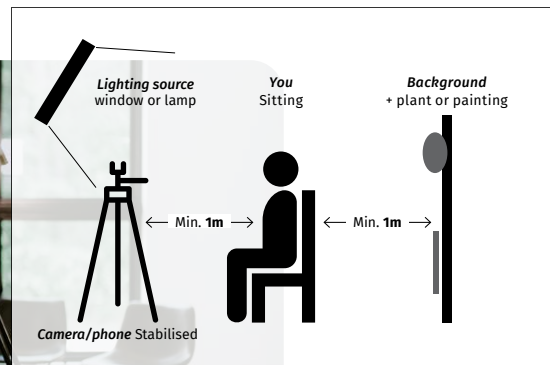
03 LIGHTING

04 SOUND

05 FRAMING AND POSITION

05

## FRAMING + POSITION



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*Clean your lens! Dirt builds up over time and can create blurry images. If you wear glasses try to record without them - or watch for sharp reflections in the recording.*

Once you have your location selected and it is well lit, it's time to position the camera and yourself. Shooting in “**SELFIE MODE**” is a great way to record yourself.

**05.1** Please use a **TRIPOD** or other stabilization tool if you have one – the important thing is to have the **CAMERA FIXED AND STABLE**.

**05.2 DON'T SHOOT VERTICAL** video.

Please record everything horizontally, like a movie or television show.

**05.3** Position yourself approximately **1M AWAY FROM CAMERA**, this helps with framing as well as audio. Make sure you're at least **1M AWAY FROM THE BACKGROUND**. ie. Don't stand against a wall or it will create a shadow.

**05.4** Aim to have yourself **LEVEL WITH THE CAMERA** - so it is not pointing up from below or down from above.

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*Make sure your iphone or camera is horizontal while filming - not vertical.*