

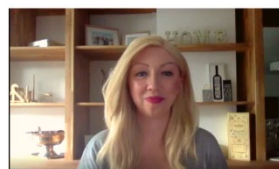
## HINTS AND TIPS FOR VIDEO PRODUCTION

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### Prior to Video Recording

- Ensure that, wherever possible, the device you are using is the only device connected to your home broadband so there is no interference.
- Write scripts, plan talking points.
- Talking to video is difficult and can take a lot of practise, rehearse a few times before recording live.
- Sensitive and technical issues should be scripted and approved to ensure they are legal.
- Use talking points if you need but try and keep conversations authentic.
- Filming location – in office or outside. Consider foot traffic and noise, lighting, air conditioning humming. Location permits for outside may be required.

### For Best Results.



- ✓ Subject centre of the frame
- ✓ Head is within the top third of the frame
- ✓ Face or focal point is in focus
- ✓ Clean and tidy background
- ✓ Evenly lit shot



### Video Recording Virtually

#### *Setting*

- Framing and eyelines – framing the shot properly is vital. Eyeline should be level with camera.
- Hack - put the interviewer in a small box at the top of the screen where your camera is so you can look at them and this will keep the eyeline right.
- Lighting - should be at eye level, overhead can cast shadows on your face.
- A desk lamp projected to the wall in front of you will provide the look of professional lighting.
- Sit near a window for natural light.
- An uncluttered background is best, or an interesting bookcase that is neat, a plain white wall or solid colour.
- Consider a CGI background or dress background with pot plant or an industry relevant item.
- Avoid black or white colour clothing, soft colours are better.
- Rehearse the delivery before recording.

#### *Sound*

- If outside, you need an external microphone (or headphones with an inbuilt microphone).
- Talk as though the person is there.
- Consider a soft furnished room - hard surfaces echo.
- Remove children and pets from room.
- Avoid wearing noisy jewellery.
- Turn off all notifications on your phone and laptop.

#### *Energy*

- Give yourself breaks; your energy needs to be high when you are on camera.
- Be animated, you can be slightly exaggerated, it will look normal on screen.