



# TIPS FOR RECORDING A SELF-FILMED VIDEO CLIP

Include a 3-5 second pause before hand and after filming your segment. We can trim it out the pause in editing but it helps us with capturing your entire clip.

Aim for 10-15 seconds of spoken words, more is always welcomed..  
Tell us a story!

Give us a few takes to work with, if you can.  
Look at the Camera and smile :)

## **Landscape Format**

To prevent having two black vertical bars along both sides of your video, make sure to use landscape orientation and not portrait orientation while recording.

## **Framing**

Now that you're recording in the proper orientation (see above), completely fill the frame with your subject.

## **Flash**

Smartphones come equipped with LED lights that are too bright and can easily skew the color temperature of photos. Also, video will often still come out poorly lit in the end. If you want to record a photo at night, you'll have to find another light source.

## **Lighting**

Always try to have your key light or your strongest light source behind or just to the side of your camera, not behind the person.

This will help evenly light your subject while avoiding backlit situations. Its also usually a more even light than overhead and can lights, which tend to put shadows on people's eyes if the key light is directly above someone, like a ceiling light.

Open a window all the way and set your phone a foot or two in front of the window so the phone's camera is facing the person (not the window) and the person is facing the window :)

## **Backlighting**

There's something else you should keep in mind when thinking about flash and lighting in general: avoiding backlit-settings.

You may be able to see people and their faces when they're backlit, but your smartphone camera usually can't and will output footage with a bright light haloing a dark figure. That figure will also have no visible features, meaning you just missed whatever it was you were trying to capture.

## **Audio**

Please be about 2-4 feet away from your camera. Please keep audio in mind and shut off any music, fans, computer with fans, keep away from the buzzing refrigerator, etc.

## **Reach out with any questions!**

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**#GOUNCBEARs!**