

TIPS FOR VIDEO PRODUCTION

1. Plan your content



Brainstorming!

What do you need for your video?
How are you doing it?
You don't need to have everything decided. Just start.

Write the Script!

It's much easier if you write down what you want to say before you push the record button.
You'll avoid mistakes and having to repeat sections.



2. Choose your background

Think of the options you have, especially if you are teaching remotely, and how you can make the most of them. Consider the content you are delivering. For instance:



If you are introducing yourself, choose a space at home that reveals more about your personality, if you are comfortable to share this.

If you are explaining something, a plain background would be better as this reduces distraction.



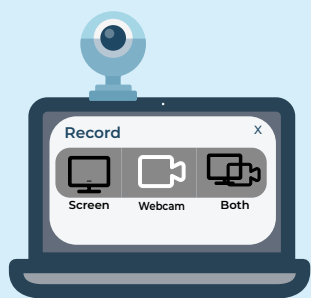
3. Consider what video recording equipment you have available

Your webcam and computer are great to start with.
Your phone may have a good camera that you can use for filming internal or external footage.



If recording videos with your phone, always film in landscape (sideways) mode. When filming a person, raise your phone to eye-level (pile of books?) and film straight at the subject. This will give the subject a better frame.

For using the webcam. Set it in webcam mode or screen capture, depending on what you need.



4. Pay attention to the sound around



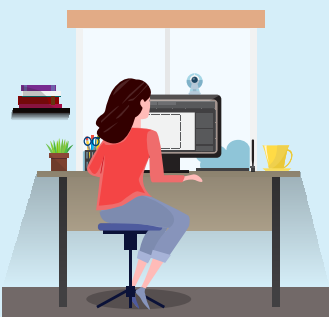
Use an external audio recorder and microphone, go for it. A lavalier mic or a voice recorder are great for this. Later, the sound will be synced to your video when editing.

If you have a headset with separate microphone (for example a USB headset), use this to record the audio. It will capture better quality sound compared with an in-built microphone.



5. Consider the lighting of where you record

The quality of light significantly impacts the overall quality of your video. Having a good source of light will make your video look great.



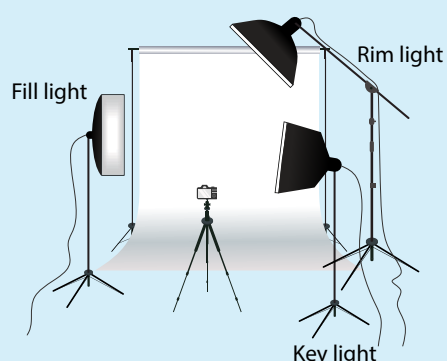
Always film with light projecting onto your subject (light source behind the camera). Filming into light (e.g. camera facing a window directly) will create a silhouette effect, and lose focus on your subject.

Professional lighting follows three simple rules:

Main light or "key light" on a light stand slightly off to the side of the camera and towards the subject at 45 degrees-angle to the camera.

Second light or "Fill light" (you can use a reflector too) mirroring the key light on the opposite side of the camera;

Back light known as a "rim light" or "hair light" to separate you from the background and giving a sense of depth.



Could you replicate this with the light sources you have?

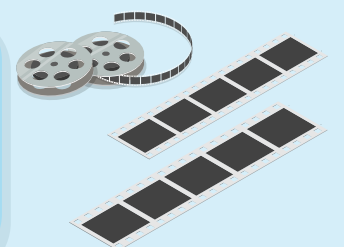
For example:
a window = main light,
a white wall = fill light,
ceiling lights = back light.

6. Recording and filming



Introduce each section you are recording on camera, to allow you to organise your footage when editing.

Record your video in small segments. This allows you to redo specific sections without having to restart from the beginning. If you are happy with a take, indicate so visually and make a note in the audio recording, this will save you time when editing.



Remember the Active Learning principle. Five minutes video is ideal and fifteen minutes is a maximum.

Short videos to engaging viewers are extremely effective.

