

Hints and tips for video recording

Purpose of this document: This guide will help to make the best out of your video recording; please treat this document as a guide; we understand that sometimes it is difficult to follow all the recommendations.



What you will find in this document:

- How to record
- Background to use
- Make the best out of your Sound
- Lighting
- How to position yourself in the frame
- Picture quality
- What to wear
- How to transfer the files
- How to record as a group
- Recording in-person
- Question

How to record

You can record yourself on your smartphone, but Zoom is also a great platform to record yourself through your laptop. Start a video call (without adding participants) and hit record. If you are recording yourself on a smartphone, a tripod is always easier than a hand-held, although you can prop the iPhone at the correct angle and height and use the selfie-oriented camera mode so you can see yourself. Otherwise, someone can hold the camera, but they need to be very steady before and all the way through the end of filming.

Sound

You can record yourself on your smartphone, but Zoom is also a great platform to record yourself through your laptop. Start a video call (without adding participants) and hit record. For the best sound, please connect a professional microphone to your smartphone or laptop. To avoid background noise, try to film somewhere quiet. Try not to touch or tap your device as this will distort the image. Choose a reasonably quiet area without echoes, background noise or interruption.

Background to use

Please do not use a background or green screen when filming. This distorts the video quality.

Lighting

Try to have the source of light in front of you rather than from the back. This will ensure your video quality is higher. Try to maximize light indoors, windows provide natural light, so film facing the window if the sun isn't too powerful. If you have your back to a window, please ensure that there are no reflections in the glass behind you.

Make sure the lighting is bright and even and not directly overhead. You should be able to see your eyes clearly since that is the way you connect with your audience. The camera should be as close to your eye line as possible—the camera should not look up or down at you. Also, if you are filming yourself, the selfie-oriented camera lens is at the top of your phone; look at this lens and not the middle or bottom of your screen if you are addressing the audience. Finally, do not be directly up against a wall; the more depth behind you, the better.

Position yourself in the frame

Position yourself just center on the screen; try not to perform at the edge; we should be able to see you from the mid-torso upwards, so don't sit or stand too close to the camera. When using Zoom, try to position your laptop at eye level; you may find it easier to use a laptop stand or sit your laptop on some books. This will be more engaging for those watching the video. Take breaths! Try to relax and be yourself. Final and most important point. Remember, you aren't performing to just a camera; the audience is there – you just can't see them!

What to wear

Wear anything you feel comfortable in; however, it is best to avoid stripes, heavy branding, or offensive slogans. If you are unsure of what would be best, stick to block-colored t-shirts or shirts.

Picture quality

Turn the phone vertically for the most versatile social video usage. Turn the phone horizontally for the most versatile broadcast/PSA video usage. Shoot on the highest quality (4k, 24fps) your phone will allow. Leave the "zoom" on the camera to the widest setting so as not to degrade the image.

How to transfer files

If you are using your phone: Transfer the video file by either Air-Dropping to your computer (if a Mac) or physically hooking up the phone via a cable and import the file onto your computer using the Photos app so it isn't compressed when delivering it to your editor.

If you need to, text or email it directly to someone from your phone – this is the easiest transfer method, but the footage is degraded by transferring this way.

Group recordings

Zoom allows you to record a presentation with multiple people at different locations. Make sure you have a designated Host who can manage the call and recording.



Inviting people

One person in the group will start the meeting using their Zoom account and then invite the rest of the participants. To invite others to the room,

1. Click the "Participants" button on the control bar at the bottom of the Zoom window
2. Click "Invite" at the bottom of the participant list that will open to the right of the meeting room
3. Click the "Copy Invite Link" button

Send your group members that link, and they will be able to click on it to join you in the Zoom meeting room.

Recording tips



The recording will show what the meeting host sees. If you want all participants to be shown all the time make sure the host's view is set to show everyone by choosing Gallery View at the top right of the Zoom window. If you only want to record the video of the person talking, make sure the host's view is set to only show the speaker by choosing "Speaker View" at the top right of the Zoom window.

Rehearse your presentation to smooth the transitions between presenters. If you are using slides, it is easiest to have all the slides in one file and shared by the host instead of having each person share their own slides.

Recording in-person

You can use this guideline when recording in a real space yourself or a group of participants.

Setting up your camera or phone

- Set your laptop, phone, or camera on a tripod or steady surface (please do not hold your camera while shooting to avoid shaky footage)
- Shoot horizontally (use landscape mode and avoid portrait mode)
- Position camera at eye level (if you can, avoid angles where the camera lens is looking up or down on you)
- Choose a non-distracting background (avoid windows, showing other people, posters/signs that can be read etc)



Ideal location

- Find a location that is well-lit with natural sunlight or plenty of indoor lighting
- Choose a quiet location with little background noise (street sounds, music, other people)
- Avoid spaces with lots of echo
- Turn off air conditioners and heaters to avoid fan noise
- Provide a seat for yourself that is stationary and quiet (no chairs with wheels/swivels, overstuffed cushions, or squeaky screws)

Lighting

- Shoot in daylight if possible
- Position yourself so windows or your main light sources are facing you, not behind you.
- Avoid overhead lights
- When shooting indoors, consider using a ring light that clips to your computer/phone to help light your face

Camera presence

- Always look at the camera
- Keep your hand movements to a minimum
- Stand/sit up straight
- Keep your hands to your side or gently folded in front of you (no crossed arms)
- Keep your shoulders relaxed
- Smile, especially at the beginning and the end of each response

Clothing and accessories to avoid

- Clothing with colors that blend in with your background
- Patterns (stripes, plaids, polka dots)
- Shiny fabrics or jewelry
- Visible labels, logos, text, images
- Wrinkled clothes
- All white or all black clothing
- Noisy accessories that could interfere with your audio

Other tips

- If you can, ask a colleague to assist you while you record
- Do a short recording test to make sure you can see and hear yourself clearly
- Have water handy for clearing your throat
- A bite from an apple can help take care of a dry mouth!



Answering questions

- When answering question prompts, please rephrase the question at the beginning of your response instead of jumping right into your answer (eg, "The events scheduled for this conference will be pushed to a later date" vs. simply "They will be pushed to a later date...")
- Start and end your answers with a second of silence, looking straight into the camera
- Start and end your answers definitively (Avoid starting every sentence with "so's" and "um's" and ending with upward intonations, like you would when asking a question)
- Start your answer again if a noise interrupts your answer, such as a police siren or dog barking

Technical specifications

- Check your video camera settings to make sure you are shooting one of three formats: 1080p at 30fps, 1080p at 60fps, or 1080p at 24fps. 720p and 4k is fine too.
- On Android phones, the settings are usually in the main camera app behind the gear settings wheel
- On iPhones, the camera settings are in the main settings icon in the photos and camera section
- If you are unsure, no worries, your camera's default setting should generally be ok.

Best practices

- Please see Choosing Your Ideal Location, Setting Up Your Phone/Camera, and Lighting Tips above
- Mute yourself when not speaking to eliminate contributing unnecessary noise
- Dress as you would if you were meeting in person
- Speak more slowly than you would in person
- Keep hand movements to a minimum
- Look directly into the camera lens when speaking and not at the video of yourself or other panelists



Questions

We are happy to help with any questions you may have. Please contact David at gomezjo@who.com.

