



Shooting the Video Slides Tool

How to Shoot a Professional Video Step by Step



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How to Make a Professionally Polished Video

And Stand Out From the Crowd

Necessary Filming Equipment

Be resourceful! You can use what you have!

- This doesn't have to be costly although there are a few necessities to get a professional looking video
- In order to film yourself, you will need **ONE** of the following:
 - Smart phone with filming video capability
 - Computer, Laptop or iPad with filming ability
 - Video camera
 - Webcam

THE SET UP

Configure Your Set Up Before Your Film

- **SET UP CONFIGURATION:**
 - Configure everything in front of the camera lens
 - That's different on the smart phone than on a computer.
 - **PHONE HOLDER WITH LED LIGHT:**
 - They sell professional LED rings with iPhone holders on the internet for between \$30 - 80. They clip onto your desk and you can adjust the angle.
 - If you buy one of these, make sure it fits your smart phone size. This is great if you want to film yourself.
 - **TRIPOD:**
 - Tripod for your video camera
 - You can also get a tripod with a professional LED light all in one and put your video camera or phone on the tripod - you will need to research the right one for your phone.
 - **LIGHT KIT**
 - You can also get a professional light kit for your studio. It's more expensive and the set up is a little more involved but if you are going to be doing this regularly with podcasts and virtual stages, you may eventually want to invest in it.
 - **BE RESOURCEFUL**
 - If you don't want to spend money on a professional LED light, phone holder or tripod, you can also just put large books or other stable items under your computer or phone to lift up the camera lens so that it's at eye level with you
- If you do not buy an LED light, you must film in a very bright room and preferably during the day so that your videos are well lit.



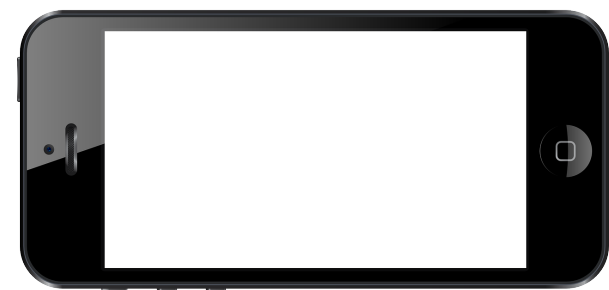
How to Film Yourself

**You want to be well lit in the video: it's a sign of professionalism
and it has a positive effect on your viewers**

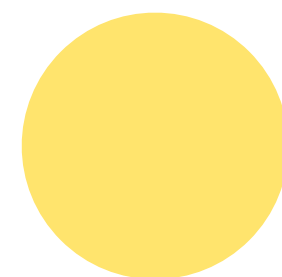
- Filming alone
 - Set Up
 - They sell professional LED rings with iPhone holders on the internet for about \$30. They clip onto your desk and you can adjust the angle. If you buy one of these, make sure it fits your smart phone size.
 - You can also get a tripod with a professional LED light all in one and put your video camera or phone on the tripod - you will need to research the right one for your phone.
 - You can also get a professional light kit for your studio. It's more expensive and the set up is a little more involved but if you are going to be doing this regularly with podcasts and virtual stages, you may eventually want to invest in it.
 - Tripod for your video camera
 - You can also just use the phone holder with professional LED ring light
 - You can also just put large books or other stable items under your computer to lift up the video web camera so it's at eye level with you
- If you do not buy an LED light, you must film in a very bright room and preferably during the day so that your videos are well lit.

Filming with Cell Phone

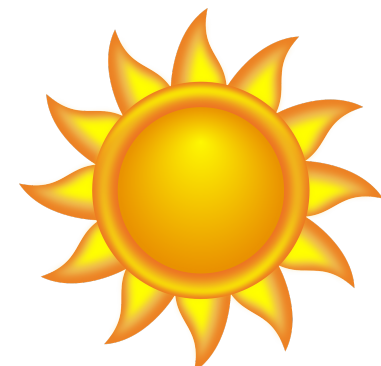
Screen, Backdrop, Background, Office



Film Horizontal for Professional Feel



LED Light



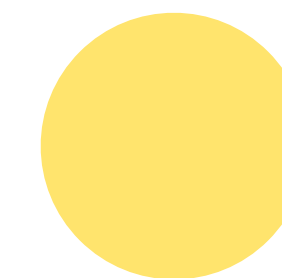
Sunlight

Filming with Computer Camera

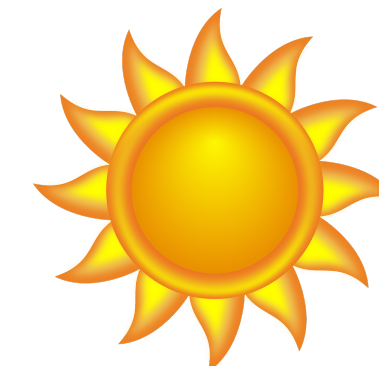
Screen, Backdrop, Background, Office



Film Horizontal for Professional Feel



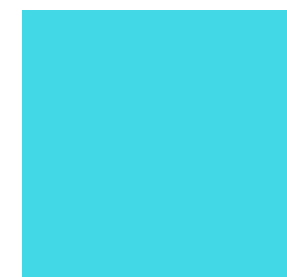
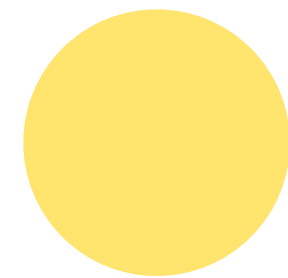
LED Light



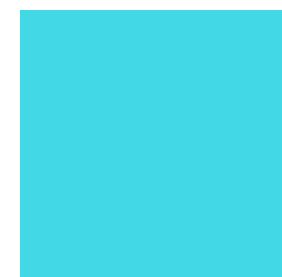
Sunlight

Filming in Studio with Cameras

Screen or Backdrop or Background



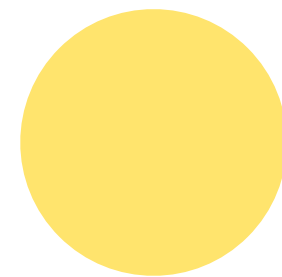
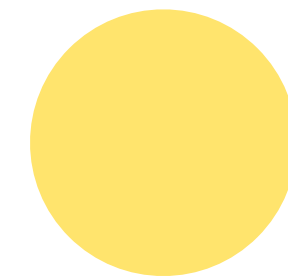
Camera



Camera



Camera



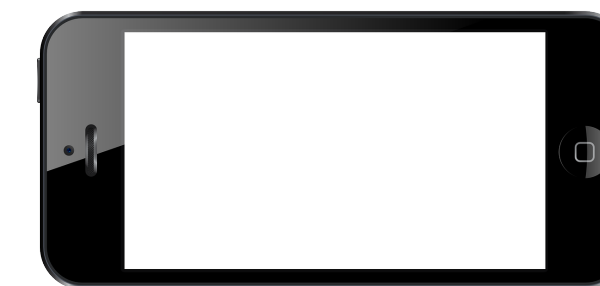
Cell Phone/Computer Setup

You want to be well lit in the video: it's a sign of professionalism and it has a positive effect on your viewers.

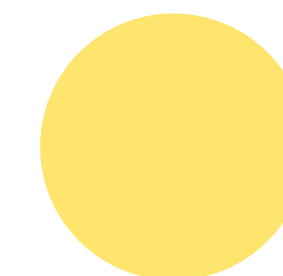
- **Cell Phone/Computer Set Up**

- 1 LED ring light in front of you in a well lit room works.
- Well lit room idea for a professional video.
- Lots of Sunlight from the window brightening your face will suffice if you don't have a LED light.

Screen, Backdrop, Background, Office



Film Horizontal for Professional Feel

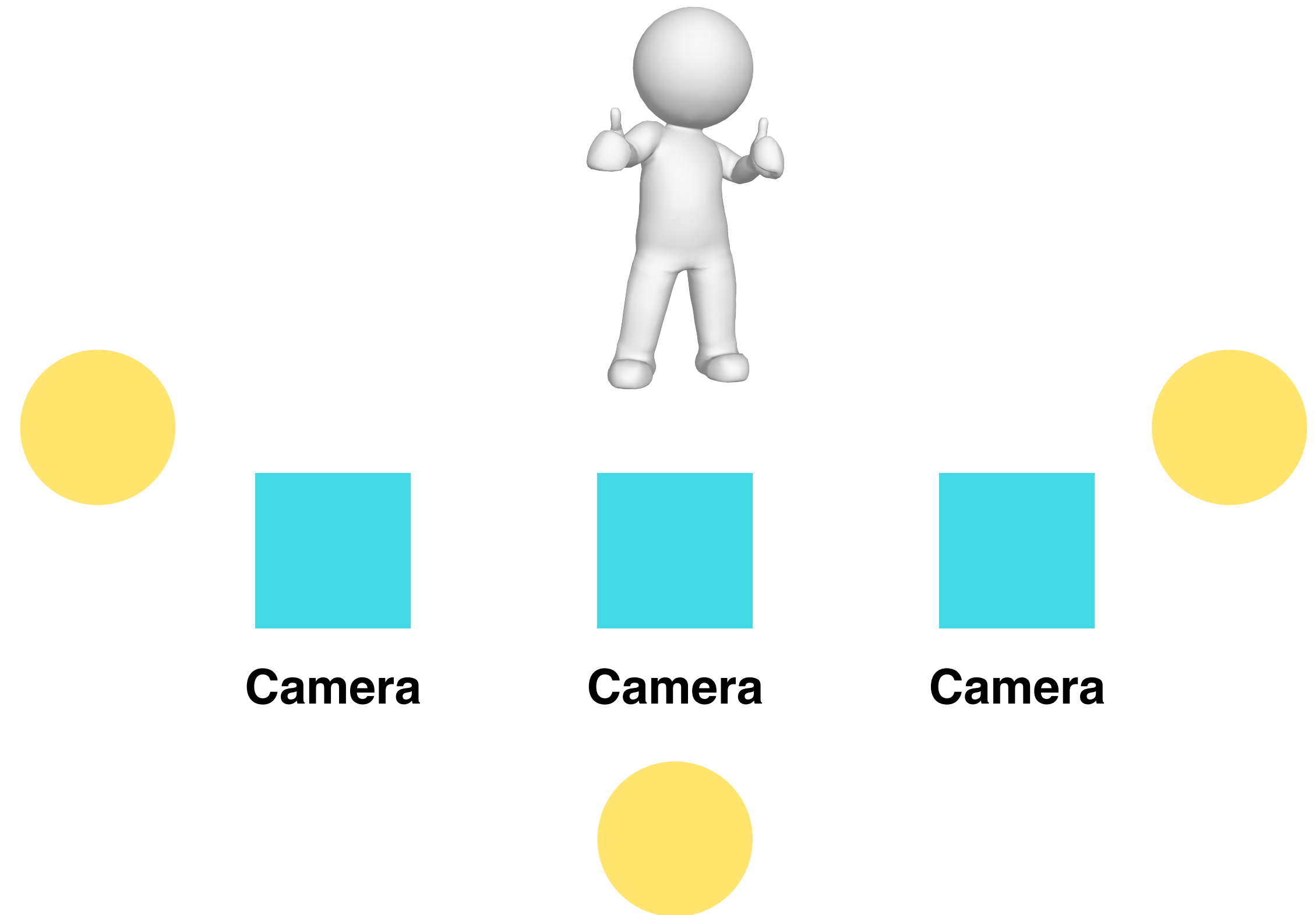


Professional Studio Set-Up

If you have 2 or more professional HD cameras and a light kit, use this set up.

- Studio Set-Up
 - 3 lights ideal
 - Camera on either side, one in the middle. This allows you to cut back and forth between shots which Creates movement in your video.
 - One camera in the center straight on is fine for this marketing video. Be resourceful and use what you have.
 - Camera in the front
 - B&H is good for professional filming equipment (cameras, light kits)
 - For regular office studio, you can just order your professional led ring light on [amazon.com](https://www.amazon.com)
 - Microphones
 - Wireless microphones
 - Boom microphones that plug into the HD cameras

Screen or Backdrop or Background



Getting Camera Ready

- **Prepare Your Content.**

- Have Bullet Points Handy and Place where you can see it.
 - There are teleprompter apps for your phone if you want to use that.
 - You can also just have bullet points on your computer screen
 - Make sure they are eye level so you don't look down while reading from it.

- **Select a Place to Film**

- Well lit room or sunlit room with the sun facing you (avoid the sun facing the camera)
- Quiet place with no background or ambient noise (stay away from loud air conditioners)
- Background should not be too busy or it will distract viewers. Instead remove busy items or stand in front of a white wall or a solid color screen.



Getting Camera Ready

- **Set up your camera or phone mount with phone**
 - If you have a tripod, set it up and test it to make sure you are looking into the camera
 - If you don't have a tripod then be resourceful and stack books, prop up the phone, computer or camera, use a bar stool, etc. so that it is positioned correctly
 - Your camera should be just below eye level



Getting Camera Ready: Location

•Select a Quiet Well Lit Place to Film

- Well lit room or sunlit room with the sun facing you (avoid the sun facing the camera)
 - If filming in a sunlight room, check the sky for clouds. You do not want a sudden change in light while you are talking so wait for them to pass over until there's sufficient blue sky again for what you think will be the length of your video
 - A thick cloudy sky is sometimes a good thing when you are filming because you will not encounter sudden light changes if there was a blue sky with occasional clouds.
- Quiet place with no background or ambient noise (stay away from loud generators, air conditioners or refrigerators)
 - Don't panic if you have a hum in the background because you can eliminate background effects with an audio effect (like hum removal, background noise removal) in many video editing suites.
- Background should not be too busy or it will distract viewers. Instead remove busy items or stand in front of a white wall or a solid color screen.
- If you have framed awards, or physical awards like an Emmy, have them in the background. It gives you instant legitimacy and professionalism.

Getting Camera Ready: Choose Your Device

• **If you are filming on a smart phone, you want to make sure you don't get any calls. So you can:**

- **iPhone:** Switch to Airplane Mode, which you can do on an iPhone by using the Control Center - swipe up and hit the airplane icon
- **Android:** Switch to Flight Mode which you can find under Settings
- Switch the Vibrate option off if it is on otherwise when it rings, your phone will vibrate and the video capture will be jumpy.
- Turn ringer volume all the way down or turn it off

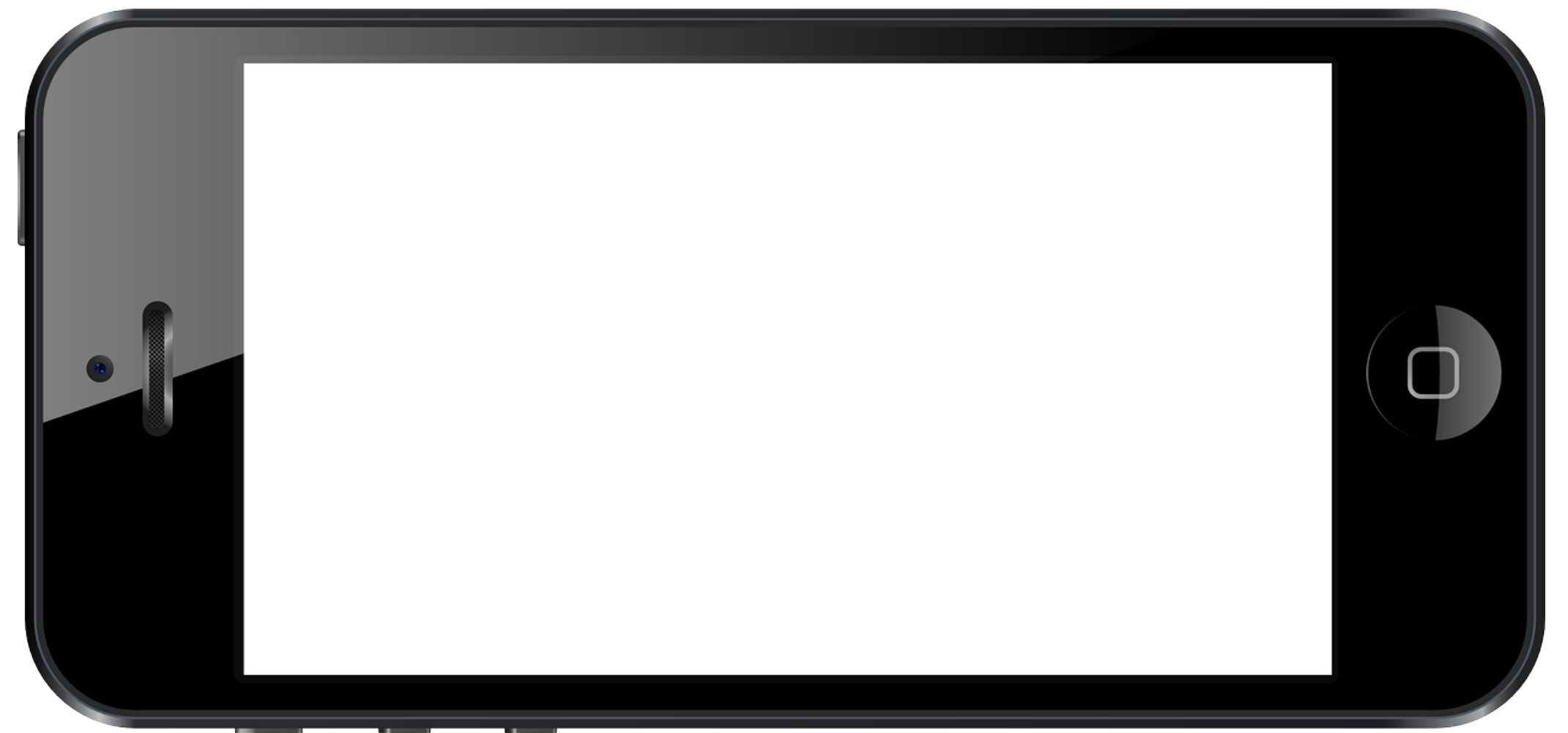
• **Clean the Camera Lens**

- to remove dust particles, fingerprints and smudges. You can use a microfibre cloth for this.

• **Mount Your Phone Horizontally on the Phone Holder or Tripod or your makeshift mount. If you are using a Camera, mount it on the tripod.**

- (i.e. bar stool with books piled up up table with books piled up)

• **Make sure the screen is facing towards you, just below eye level.**



Getting Camera Ready: Microphone

- **Optional: Wire up your microphone if you are using a lavalier microphone**
 - There are phone accessories that have lavalier microphones and regular mics that attach to your phone (i.e. Rode smartlav mic).
 - You can search on [amazon.com](https://www.amazon.com) for one that fits your budget and needs.
 - You can use a wireless microphone if you have one
 - For this video, if you are close enough to the camera that the built in microphone to the smart phone will work fine.
 - Lavalier microphones may be clipped to your clothing just above your chest.
 - If you use a lavalier microphone, do not wear clothing that ruffles or makes noise when you move because it will cause loud interference with your audio voice and you will not be able to use the clip.

Getting Camera Ready: Battery, Charge & Storage

- **Prepare Your Phone, Video Camera or Computer Settings for Recording and Make Sure It's Charged Up with Enough Battery Life to Film. Have a recharger nearby you can plug it in.**

- **iPhone**

- Make sure you have 2 to 3 GB of storage left on your phone and if you don't, back up some photos or videos to your laptop or desktop computer or purchase more cloud based storage.
- Check that you have enough battery charge and if not, charge it up first or plug it in.
- Go to your Camera App Icon, click on it and hit Video Mode
 - Note that you can also film square if you doing square videos just for Facebook or Instagram but for purposes of this marketing video, stay on Video Mode.
- Switch to Selfie Mode (Front Facing Camera)

- **Android**

- Make sure you have 2 to 3 GB of storage left on your phone and if you don't, back up some photos or videos to your laptop or desktop computer or purchase more cloud based storage. You can find that under Settings.
- Check that you have enough battery charge and if not, charge it up first or plug it in.
- Go to your Camera App Icon, click on it and make sure the video is set to 1920X1080p
- Switch to Selfie Mode (Front Facing Camera)

- **Video Camera**

- Check to make sure you have enough storage space either on the camera or a storage card that stores more video data
- Make sure you are recording in HD (high definition)

- **Computer Camera**

- You can also record on your computer. On a Mac, you can open Quick Time Player and choose Movie Recording.
 - Photo Booth on the Mac also records you but the frame will be smaller so you will have to transform the video clip and make it larger in the editing process. That's why I recommend Quick Time Player because you avoid this headache and extra step.

Getting Camera Ready: Frame the Shot

• **Frame the Shot and Set up Your Lighting**

- Remember to pick a well lit room
- Eliminate shadows with bright desk lamps or LED lights.
- If you are using a light kit, use the diagram set-up as a guide for where to place the lights.
- If you are filming inside on a smartphone, switch to auto-exposure lock so that the camera doesn't adjust brightness during your video.
 - You do this by tapping the phone screen to where you want the phone camera to lock, which is where your face would be.
 - Mark your spot (with masking tape or a pen) where you should come back to so that you are exactly where you want to be in the frame and auto-exposure lock.
- Be aware of your frame because if you plan to lift or expand your arms, you want it to be in the camera frame, so you may need a wider shot.
- Medium shot is good for a talking piece.

• **Do a Test Recording**

- Hit the record button. Do a quick test video to make sure it's working and positioned right.
- Make adjustments as necessary.

Getting Camera Ready: Final Prep

- **Get into a Positive State and Do the Master Prep Exercises until You Feel Confident**
 - Remember to hit the 3 C's
 - Be Confident, Concise and Convincing
- **Quiet on Set!**
 - Check background noise.
 - Ask people to leave the room.
 - Close all windows and doors so you don't hear any cars, horns, sirens, or other noises from the environment.
 - Check to make sure all phone ringers (cell phones, land lines, ipads, alarms, notifications are off)
- **Confirm Auto-Exposure Lock is on and you are standing on your mark so that your face is the focus.**
 - If you are filming in a sunlit room, check the sky again for clouds and wait for them to pass over before you start filming. If it's a cloudy day, you don't have to worry about that.

Getting Camera Ready: Where to Look

- **Look Directly at the Camera Lens**

- Do not look at yourself reflected back on the screen
- You can be positioned directly in the center or slightly to the third of the frame. Many professional video interviews on camera are done that way.
- For purposes of connecting to your audience in a professional marketing video, it's best to be in the center and look straight at the camera.
- For your talking piece, a Medium Shot is a good framing for the Marketing Video.

- **Smile and Get Ready Hit Record.**

- Wait at least 5 seconds before you start talking so you can trim that piece off your video as you get situated.
- It's okay to be animated and enthusiastic on camera. Remember, even facial expressions constitute movement to keep your audience engaged.
- Wait 5 seconds before you finish talking before you get up and turn off the phone.
- Save the video. It will either appear on your cloud based photos and videos, or you can airdrop it to your desktop computer, laptop computer or email it to yourself.

How Many Takes?

- **Record As Many Takes As Necessary Until You Feel Good About It.**
- **If you are just trimming the beginning and end of the video, then you want to make sure it's a solid fluent talking piece.**
 - So practice until it's perfect so you can nail it when you film it.
 - Remember, we are just getting the magical piece of your story.
 - It should be scripted ahead of time.
- **If you plan to edit more than just the beginning and end, then it's okay to make mistakes as you film.**
 - Then you can just stop speaking without shutting off the camera, restarting and finding your mark again. Just pause for 5 seconds so you can cut that part out and allow for an audio transition, before you start speaking again.
 - When you know that you will cut that part out, then you don't have to start and stop the camera. Just say "cut that part." Then repeat the part from where you didn't make a mistake and keep going.