

Do-It-Yourself Video Guide

Creating video can be simple and easy

READY

Equipment:

- Camera – Use a smart phone, or any camera with video
- Light – Film near natural light, or use a studio light kit (\$50-\$60)
- Sound – Use an external clip-on microphone, *a.k.a.* lavalier (\$15-\$25)
- Stability – Set up phone or camera on a tripod (\$40-\$50), or a clamp tripod (\$20-\$25)
- Editing tools – May use software on computer or smart phone, such as iMovie

SET

Preparation:

- Decide on a brief message, and who will speak
- Choose a location based on favorable light, sound and visuals
- Place light source in front of subject, not behind
- If using music, obtain creative commons licensing from the source, or purchase music (\$20-\$30) through Audio Jungle or other online resource

ACTION

Filming Tips:

- Minimize background noise, such as talking, traffic, AC, etc.
- Make sure camera or phone is horizontal for shooting
- Have the speaker speak to a person (or object) off camera, not into the camera
- If no tripod is available, film with both hands, keeping elbows locked to body
- Place the subject on an imaginary one-third grid line, per basic composition rules. Some phones allow you to put the grid over the image (see below)



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