

Video Production

Video recordings can be a daunting task. Recordings are shared with a lot of people across a lot of platforms and everyone wants to look their best. Here are several ways to improve your recordings and make them look professional.

5 Video Recording Guidelines

1. Background

Backgrounds should be neutral and professional. Too many wall decorations or pictures can distract the audience. Choose a quiet place without background movement and noises.

2. Lighting

Your features should be clearly visible without glare or shadows. Choose a light source in front of you. Natural light is the best option when possible. Remember that computer screens are also a light source. You may need to adjust the screen brightness; this is important for reducing glare on glasses. Do not wear reflective eye wear (such as sunglasses) whenever possible.

3. Camera

Your camera should be slightly above you and you should be centered in the shoot. Keep a reasonable amount of yourself in the shot (belly button/ mid chest and up) and do not cut off the top of your head. If you are using a cellphone, device should be horizontal. Use a tripod or other stabilizing surface when using a phone camera.

4. Speaking

Keep a steady pace when speaking. Speak at a clear volume; it may be necessary to have a microphone other than your computer microphone for clarity. Vary your voice inflection to keep audience attention. Keep glances at notes to a minimum or use a prompter system. Avoid filler words (um, like, ah) and use intentional pauses. Be prepared with what you want to say and practice ahead of time.

5. Body Language

Face the camera and keep your gaze on the camera, not other meeting participants. Keep a confident and relaxed posture. Do not pace, bounce, shift when speaking. Keep hand gestures to a minimum and only use for emphasis. Dress appropriately and do not use headphones when recording.