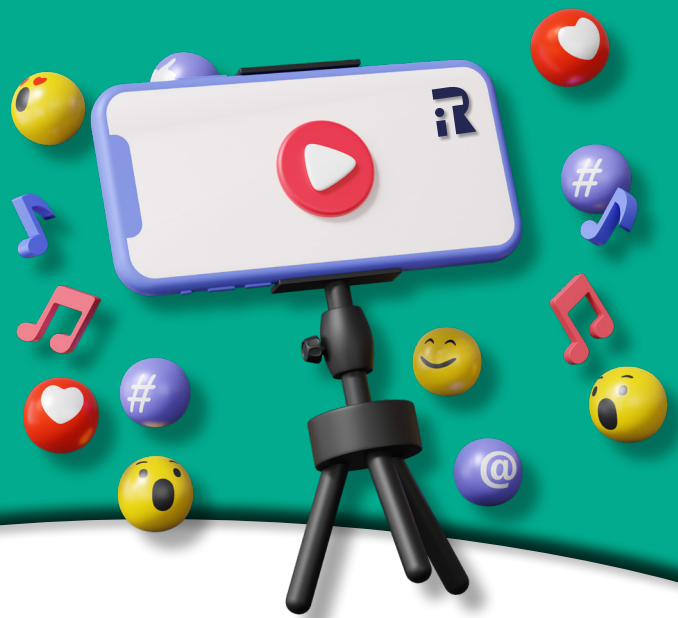


Lights,

Camera,

Connection

The ResourceIT guide to home recording video success



Our video recording process always starts with some planning calls with your marketing team. After this, we will be ready to record each contributor.

Here is the **step-by-step** process we will be taking along with some tips on how to look your brilliant best.

Recording a call via a smart phone

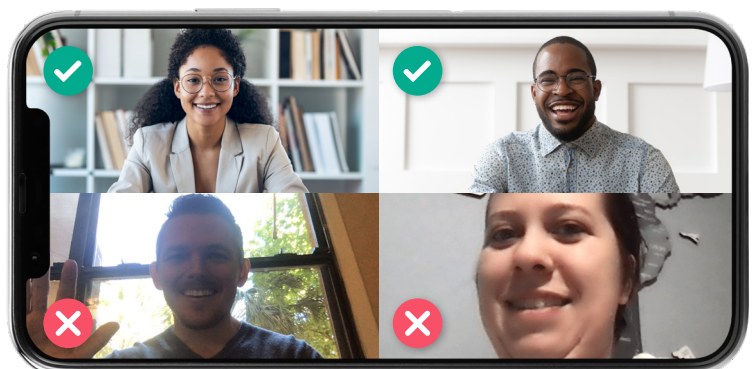
1. We will send a call invitation via teams (or preferred platform) a few days ahead of the allotted time, this will be the platform that we use to ask the questions and guide you through your filming techniques and responses.
2. The visual recording will be done via your smart phone – see below tips for setting this up
3. You will need to initiate the call recording, from your smart phone and send to us afterwards, by 'wetransfer' for example.
4. If using a separate microphone (recommended option) this recording will also need to be initiated by you and sent to us afterwards.
5. The first 15 minutes of the call will be used to test the equipment being used and to check the overall look and lighting are correct and ensure that everyone's happy.
6. Whilst we've no doubt you'll be amazing on camera, expect to run through the questions and flow, and different variations several times. Even for the most confident, it can take a few takes to get a version we're all happy with.



Framing success with brightness and backgrounds

For optimal results, we recommend setting up your call with an interesting background, for instance, a bookcase in a study or some picture frames to break it up.

Try to avoid overly cluttered backgrounds as this can be distracting to the audience.



✓ **Filming with back camera and not front:**

Do not use the selfie camera on the phone to take the video. Although handy to look at yourself, quality is degraded. Ideally you would have an extra person at the beginning when setting up so that they can see the phone and your position.

✓ **Stable Positioning:**

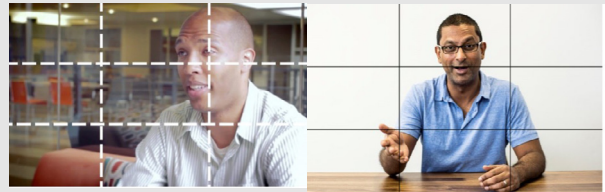
Use a tripod or stable surface to keep your phone steady. Avoid handheld shots to prevent shaky footage. Ideally a tripod or table/chair with a fair distance of at least an arms length away. Ideally 1-2metres.

✓ **Landscape Orientation:**

Film in landscape mode (horizontally) to better fit video platforms. Turn the phone around!

✓ **Rule of Thirds:**

Divide your frame into thirds both horizontally and vertically. Place yourself at the intersection of these lines for a balanced composition. Most smart phones should have this option!



Please look central and straight AT the camera.

✓ **Eye Level:**

Position the camera at eye level to create a more personal and engaging view. Avoid high or low angles unless for a creative effect.

✓ **Close-Up Shots:**

For interviews and speaking segments, frame yourself from the chest up. This keeps viewers focused on you, the speaker. But do not zoom on the phone. Just move the camera closer / further away, so it avoids quality problems

✓ **Natural Lighting:**

Use natural light if possible. Film near windows or outdoors. Ensure the light is facing you, not behind. You should be facing the window as long as it's not direct sun and makes you squint. Cloudy days are ideal!

If you have a ring light, that should once again be placed in front of you.

✓ **Avoid Backlighting:**

Backlighting occurs when the main light source is behind you, causing you to appear dark.

This can also be avoided by having a strong main light to light up the face. However if you don't have that, avoid this and make sure that you've not got a window behind you but in front instead.



✓ **Test Shots:**

Before recording the final video, take test shots to check for lighting, sound, and composition. Make adjustments as necessary.

Please feel free to send this to your Account manager ahead of the filming, either video filmed or screenshot and we can advise if it works or not and make recommendations

Testing, testing. One two, one two

- It is preferable that you do not use a headset for aesthetic reasons, however headset quality is better quality than out of a smart phone or laptop directly.
- Ideally use an External Microphone where possible, it is the best option for audio quality
- This can be a microphone plugged into the phone or the laptop but ensure you hit record. The microphone must be positioned near you but not in frame.
- We will talk you through how to do a sound quality check for your device at the start of the call



Pixel-perfect attire advice



- Avoid small patterns on your clothing such as checked shirts or small polka dots as cameras can struggle to pick up the details
- Try to wear colours that contrast the background as this will prevent you from blending into the background
- Smart casual is a good place to start
- If you feel it fits your style and look, vibrant is always a smart option

And finally..... Keep it quiet, alert others, stay connected

- ✓ Ensure all notifications are set to silent on any nearby devices
- ✓ Make everyone in the vicinity aware that recording is taking place
- ✓ Keep other internet usage to a minimum to help ensure the best connection
- ✓ Please connect smart phone and laptop to mains power, do not trust the battery!

And of course, smile!

