

CREATING AN EFFECTIVE VIDEO

HINTS & TIPS TO YOUR BEST IMAGE

SHOOT YOUR VIDEO HORIZONTALLY.



Hint #1

Shooting your video horizontally will avoid awkward black panels when others view your video. Remember that on a big screen (like at SLC) this will be even more important! Don't forget this simple tip.

CONSIDER WHERE YOUR MIC IS PLACED.

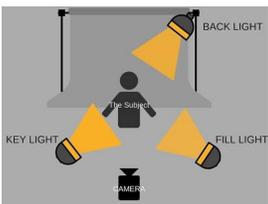
Hint #2

If you are recording on your phone, be aware of how far away your mic is from you. An external or lapel mic might improve your sound. You may want to consider using a computer with a web cam. Sound quality with a computer will generally give you better sound results. Be sure you are away from any background noise that could distract from your message...

LIGHTING SHOULD BE IN FRONT OF YOU.

Hint #3

It is important that the audience sees you clearly. Do not sit in front of a window. Your lighting should be in front of you. If you want to really upgrade your lighting, use a 3 Point Lighting System. .



GET YOUR BEST SOUND INDOORS.

Hint #4

Indoors is always better to capture sound. You want your words to be clearly understood by the audience. Background noise and wind can muffle your message. Wide open space is difficult for your mic to pick up your voice clearly.

SIMPLE, UNCLUTTERED BACKGROUNDS WILL HIGHLIGHT YOU.

Hint #5

You want your audience to focus on you and your message. Standing in front of a simple background is the best strategy. A banner, backdrop, simple or solid wall works well. If you are using a DECA banner or other DECA related image, be sure it contains current logo and branding.

CHECK YOUR CAMERA ANGLE.

Hint #6

Whether on a cell phone or computer be sure your camera is at approximately eye level. Use boxes or books to lift your computer so that you are looking directly into the camera. Be sure you are not too close to your computer or phone. You need some space above your head in the frame. You don't want to look like you are about to jump into the device.

