



VIDEOGRAPHY TIPS

- You do not need to go out and spend hundreds of dollars on fancy camera equipment. If your smart phone has a decent camera, you are set.
- If you are shooting for social media, hold your phone vertically. If you plan to use the video elsewhere on a website or email, hold it horizontally for best results.
- Consider the acoustics where you are shooting. In every home, there is going to be ambient noise from the traffic outside to the hum of the refrigerator. Invest in an inexpensive microphone to give your video a little bit of professional polish.
- If you can, position your light source behind the camera, not in front of it. If you are walking around a home, try to face the window instead of standing in front of it.
- If you are shooting multiple videos on the same day that are not part of the same series, consider a quick outfit change in between for a little variety.
- When possible, use a tripod to steady the camera. Amazon has this desktop tripod or or use you can use two binder clips as a makeshift tripod.
- If you are doing a live video, interact with your viewers! Greet them, ask them questions, and encourage them to engage.
- When shooting a "talk-to-camera" video, make sure the lens isn't too low so you aren't looking down at the camera.
- For more video resources check out T60 Productions and download the free DIY Video Guide.



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