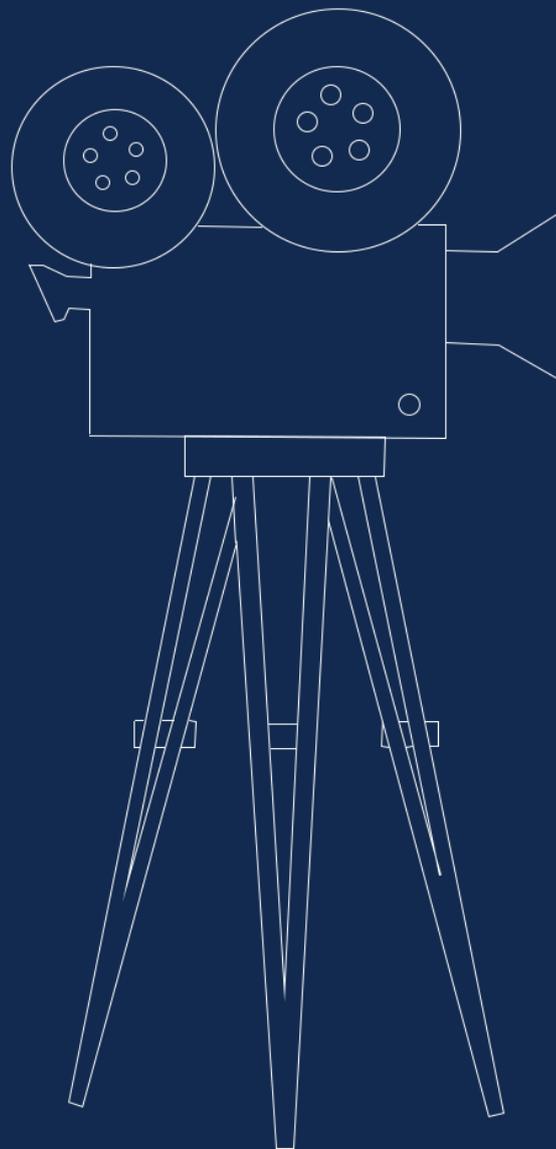




# filming at home

raffingers top tips





## Do's

- **Use plenty of light**

The sun is one of the best light sources for video. If you're filming in natural light, do your best to get your footage in the morning or evening, when the light is softer. Midday light coming from straight overhead can cast harsh shadows, whilst morning and evening light is more flattering.

- **Ensure there is little/no background noise**

When we are filming on our phones and webcams, background noise can be very distracting to the audience and it could distract from the message you are putting out. If there is background noise or a nasty echo, change your location to a quieter part of the house with soft furnishings to ensure that the echo is reduced.

- **Use an attractive background**

Don't forget that the wall behind you will also be seen in the video. Find yourself an 'aesthetically pleasing wall' as it will ensure the video looks professional and well planned, also consider removing any personal photographs that you wouldn't want seen.

- **Speak slowly and clearly**

Do not rush what you are saying and speak clearly to ensure nothing is 'lost in translation' to the audience. It's easy to rush through what you are saying because you 'know' the information, however the audience do not – so it's best to take your time to ensure they understand and have time to take it all in.

- **Practice what you want to say**

Lots of us feel that it's just too hard to stick to a script. However, if this isn't done (even loosely) you might miss the key points you want to make and find yourself waffling. Practice what points you want to talk about but allow yourself to be ad-lib if you are comfortable.

- **Use your phone the right way**

If you are using your phone camera to record, ensure it is landscape when filming. This is due to the dimensions of a computer screen and ensures the video is optimised correctly.

- **Use calm, open body language**

The way you carry yourself on camera has an enormous impact on how professional your content looks. Appearing nervous, fidgety, or uncomfortable on camera will distract viewers from your message. Keep calm and act naturally.

- **Look into the camera**

Don't forget that at the end of the day you are speaking to someone. It may be through a video camera and the user's computer however it is important to remember that there is a real-life person on the other side of that camera. Remind yourself of this when recording your video to ensure it doesn't feel rigid and that you speak as if you are just having a normal conversation with someone.



## Dont's

- **Record your message as if you are giving a speech**

It is important to remain natural and comfortable at all times. The audience will be able to tell if you are reading a script or reciting a message word for word. Keep in mind that you are just 'having a conversation with your camera' to ensure it feels personal and natural.

- **Cover your phones microphone**

Without the use of proper filming equipment your video will never sound/look perfect, however there are steps we can take to try and improve the quality. Ensure that your phone's microphone is left clear at all times, as a muffled audio equals your time wasted.

- **Position your camera at a weird angle**

It is important to think about how your video will look for the audience. Keep your hand/camera at eye level as camera angles can be very distracting and unflattering, when recording a video. Nobody wants to see the crown of your head or the inside of your nostrils!

- **Squash yourself into the frame**

When recording a video, it is crucial to think about the framing of the image. You don't want to place the camera too close to you as it will feel intrusive for the audience, however, too far away means you might be hard to see or hear. Be careful not to crop any of your head out of the image as this will make the video look poorly planned.

