

## GENERAL FILMING TIPS:

1. All videos should be landscape.
2. Video resolution should be 1080p or 720p. 4K is acceptable but may be a bit overkill for filming talking head pieces.
3. When submitting your videos, please make sure they are MOV or MP4.
4. Try to film in a quiet/controlled space to eliminate background noise.
5. Diffused lighting is recommended because it is more attractive on human skin. A lamp with a shade works great as a diffused light. Filming by a sunny window with white curtains over the window can also work well to create a diffused light.
6. The speaker should be framed in a way that does not cut them off at any joints. When the frame cuts someone off at the neck, it looks like they have a floating head.
7. The speaker should have an appropriate amount of headspace above their head.  
Here is an example of great framing:



## FILMING ON IPHONE:

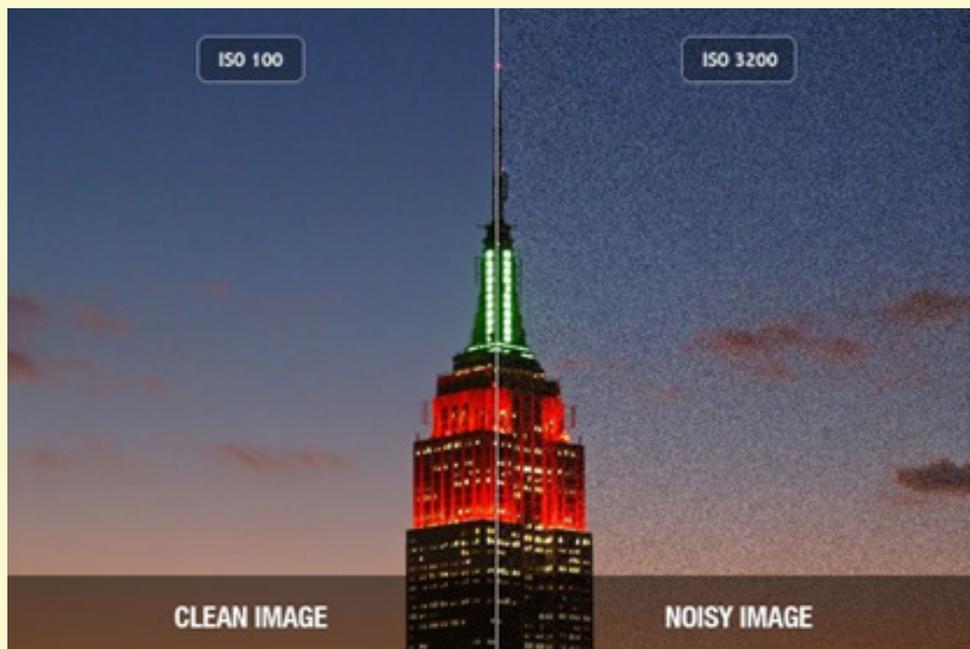
When filming on an iPhone, you will need to make an adjustment to your video recording settings.

1. Go to your iPhone Settings and select Camera.
2. Under your camera settings, select Formats.
3. Select Most Compatible. This format will record all of your videos with a codec that is compatible with most editing software.

## FILMING WITH A DSLR/MIRRORLESS:

Filming on a higher end video camera like a DSLR or mirrorless camera will always yield the best results when compared to filming a phone or with your computers built in webcam. If you decide to record you video this way, here are a few tips for how to get the best results:

1. Use a fast lens with a larger aperture. The smaller the f-stop number, the more depth you will add to your shot. When using a wide aperture, the background will become more out of focus which will add depth to your subject.
2. When filming at 24fps, make sure your shutter speed is set to 1/50 or 1/60.
3. Keep your ISO setting as low as possible to limit the amount of noise in your video.  
Here is an example to compare low and high ISO:



## **CAPTURING SEPARATE AUDIO:**

Capturing audio with a microphone or separate audio device that is not the in-camera microphone will always yield better results. Here are a few tips for if you are recording audio with a separate recorder or microphone:

1. Make sure audio recording levels are between -6 and -12 decibels (DB).
2. When recording audio with a microphone, make sure the microphone is as close to your mouth as possible without being in the frame of the camera.
3. When using a directional microphone, like a shotgun mic, make sure that it is aimed at your mouth.
4. After you hit the record button on your camera and audio recorder, clap so that the editor can sync the audio and video together in post-production.
5. If you are submitting multiple clips, please state the audio file number in the video so that the editor can connect the right audio with the right video.
6. Audio should be recorded as a WAV file.

## **GRAPHICS**

1. Slides and logos should be submitted as PNGs.
2. Names and titles for lower 3rds should not exceed 24 characters per line.
3. If you plan to have a sidebar graphic that comes in on the right side of the frame, I would recommend the speaker frame themselves to the left on the screen.