

Video Production Tips

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Audio – if you do not have a microphone other than the one on the camera make sure the camera is close enough to catch clear audio. Test your sound and image – make sure you do not have interfering background noises and speak up! No need to talk fast – do several takes and decide about pace, tone, and facial expression.

Lighting – Avoid the sun and other high contrast lighting. Choose a room with a fairly well lit window closer to the camera than yourself – try several options. Turn on all the room lights! Put a white sheet on the floor or drape it over a kitchen chair in front of you for extra ‘fill.’

Background – simple is good. Office or other background should be tidy and free of bright, distracting objects. Leave enough room between yourself and the background to avoid shadowing and to allow the background to soften in comparison to your image.

Composition – Avoid filling the screen with your head! Observe the rule of thirds and place yourself a little to one side with enough headroom. Wear something simple (not contrasty or busy) and stand or sit tall in your chair for good posture. Crop the shot a little above the waist or a little closer for good eye contact. Experiment with standing at a bit of an angle to the camera so your head turns slightly.

Manual adjustments – the room you choose may have yellow, green, or blue characteristics and they can make you look a bit sickly. Learning to ‘white balance’ will adjust the camera for this off colour problem. While you are in the manual learning to white balance investigate the adjustment of the iris to lighten or darken the image, offsetting the difference in light values between the background and yourself. These two manual adjustments can be very helpful.

Editing – Keep it tight and concise for optimum interest levels. Leave a lot of the details for them to look up when you say more info is available on the site or at your number. Accent the highlights and invite them to investigate further.

Graphics – If you have the editing capabilities to add graphics use them to accentuate your contact information and most important points as well as to clarify your name, the company’s name, and your title, adding the logo if you can. Make sure you use a colour and size that can be easily read against your images.