

## **Creating a video on your cell phone?** Check out these videos for some handy tips:

- Sound - record in a quiet space, preferably with carpet to reduce echos. If you're outside, ensure it's not a windy day.
- Lighting - make sure your shot isn't too dark or too bright. If you're near a window, face the window instead of the window being beside you or behind you. Smart phones have tools you can use to adjust exposure to help, but keep a look out for naturally well lit spots. If you decide to film outside on a beautiful, sunny day try to stay in the shade so you're not squinting and so the sun doesn't create any harsh shadows on your face.
- Hold your phone as still as possible. If you're filming by yourself, either set it down to record, grab a selfie stick or prop it up on something. If someone is holding the camera, make sure they're as still and quiet as possible.
- Maybe the most important - hold your phone horizontally! Nobody wants to see video with big black bars on either side. Flip your phone sideways and your video will take up the whole frame.
- Keep framing in mind. You don't want to be in the corner of a video, you want to be in the middle of the video frame so people can see you and focus on your message! Watch out for too much head room, which is where there's a lot of unnecessary space above your head.
- If you're looking for examples on how to do the items listed above, check out these quick video tips:
  - <https://youtu.be/w2d8j4MMHw8>
  - <https://youtu.be/phqScvHx2Dc>

## **Wondering what to wear?** Our list is below for what to stay away from and some alternatives:

- Avoid wearing white or very light colors (depending on your skin tone, this may wash you out). Instead, wear earth tones or muted shades.
- Avoid wearing stripes. Stripes and small checkered patterns can sometimes create an alias effect on camera and can look a little dizzying for the viewer. Stay away from bold patterns that can distract the audience. When in doubt, wear a solid colored shirt!
- Avoid wearing logos (ex: Nike) for copyright purposes. If you have a shirt or sweater with your own logo, go right ahead!
- Please check hair and/or makeup before going on camera. You don't want to finish filming and notice afterwards that you had some food stuck between your teeth! If you notice you have a shiny or oily face, take some powder and sweep that on to lessen the shine.



**What am I supposed to say?** Messaging and delivery is everything! Here's some advice:

- First things first, you have to believe in yourself and your message and show confidence! If you don't believe yourself, no one will!
- If you're feeling a little nervous, write down some bullet points to summarize what you want to say.
- Stick to the point - keep your message short and clear - people on the internet have short attention spans!
- PRACTICE! You know what they say, practice makes perfect. Practice in front of your family or friends, or even in front of the mirror. (Bonus - if you practice in front of someone, get their feedback!)
- If you mess up, that's okay! We are all human, and that's what editing is for!
- Eye contact is very important. You want your audience to connect with you, so look into the camera lens and try to avoid looking around at other things going on or a written script somewhere off camera.
- Smile - nobody wants to see a straight face the whole time. Show your personality and bring some liveliness to the video.

