

HOME SHOOTING GUIDELINES

Laptop or mobile device

Getting going with the basics

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1. Find a quiet spot with the least amount of distractions. Mute all other electronic devices in the room.
2. Be fully dressed in appropriate attire, bottoms included. (Trust us on this one!)
3. Make sure your environment is well lit. Light sources should be behind the device.
4. Sit up straight, preferably on a chair without wheels and that cannot swivel.
5. Adjust the device till the camera is at eye level. For mobile devices such as phones and tablets, orientation should be horizontal or landscape.
6. Your face, neck and shoulders should be centered in the shot. Make sure there is a 1cm space above your head.
7. Test the mic using the settings on the application you're using, e.g. Skype, Zoom, etc.
8. Press "record", look at the camera and wait 3 seconds, then start speaking.
9. Keep your eyes locked onto the camera, not the screen, for the entire time you are speaking.
10. Once you've stopped speaking, keep your eyes on the camera for 3 seconds before stopping the recording.

TIPS TO KICK YOUR SKILL UP A NOTCH

2

The environment or background

The plainer the better to avoid your viewers being distracted in any way

In most instances, a white wall is a suitable background, but social distancing is boring enough, right? We're of the opinion that viewers are more likely to be drawn to your video if the visual is interesting.

Non-personal items such as a neat bookshelf, simple ornaments or a houseplant can elevate the look and feel of your shot just the right amount.

Avoid kitchens and bedrooms, as well as reflective backgrounds such as mirrors. Clean up any mess or trash visible in the shot.

Keep pets, children or anyone else away from you while you are filming.

3

Lighting

The environment you have chosen should be well lit

The light should be positioned **behind** the recording device and in line with your body position.



You may need to set up a lamp or 2 on either side of your face, to shine more light onto you.

How to look professional

Wear professional clothing that you would wear to your place of work

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Avoid the following:

- deep V-neck tops or strapless tops in case the video is cropped. It will appear as if you are not wearing a top.
- clothing with patterns, stripes, sequins or shiny materials.
- bright colours, especially bright whites, as this can become over exposed on camera. Stick to darker colours or neutral tones. Put on a darker jacket over a white shirt.
- shiny and jangly jewelry can be distracting to the viewer.

5

Shot composition

Set up your shot by sitting in the position you will be in during the recording to avoid going out of frame by accident.

- Keep your body relatively still while filming. Avoid moving around in your chair and using too many hand gestures as this may cause you to go out of focus or out of frame.
- Choose a device that is easy to record on and that you will not need to hold. Position it at eye-level using books, a shoebox, etc. to raise it off the table if needed. Phones must be positioned horizontally, using whatever items you can find to hold the phone steady in place.
- Frame yourself according to the rule of thirds. If you had to draw a three by three grid across the screen of your recording device your face should be positioned in the first upper third, middle upper third or last upper third of the screen, depending on the content and style you're aiming for. Make sure there is still space between your body and the edge of the frame; you should not be cut off.



Test your audio

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Earphones that have a mic generally give you better audio quality.