

FILMING YOURSELF: TIPS AND BEST PRACTICES

LIGHTING – be sure to have good lighting in front of you. Avoid harsh lights behind you. They cause a glare or turn you into a silhouette! For best results face a window with natural light or move some lamps around so that your face is well lit.

BACKGROUND – pay attention to what's behind you in the shot. In addition to avoiding lights in the background, be intentional about the objects or backdrop we will see. Is there anything too distracting in the frame? Is it too bland? Choose a setting that shows us that you are filming from your home, offering a sense of connection and intimacy for the viewer.

FRAMING – You want to be front and center for your video. Don't chop off the top of your head but don't leave too much empty space above you. Keep it balanced. Imagine two horizontal lines dividing the screen into thirds. Your eyes should be on the top line.

CAMERA ANGLE – you want your recording device to be at eye level. A little bit of an upward angle is OK (but not so much that we're looking up your nose!) but avoid having the camera above you. You will likely need to prop up your computer or phone or whatever you're filming with. (When I filmed last week I had a small tripod on top of a small table on top of a stool in order to bring my camera to eye level!)

AUDIO – make sure you are in a quiet space (or as quiet as possible). Then hit record and start talking!

EYE CONTACT – this one is probably most important. If you need to read something, print it off and place it inside a book or a binder that you hold.

DO NOT READ OFF YOUR SCREEN. And above all else, make eye contact with the *camera lens*. Do not stare at yourself on screen. This will make you appear to be looking down or off to the side rather than directly at the people watching. As much as possible, speak directly to the camera. This will do the most to give everyone a sense of connection with you and what you are saying.