

# QUALITY VIDEO PRODUCTION ON A BUDGET



## Recording Tips

- Horizontal video is the standard for film or TV. Think YouTube
- Social media is the exception to horizontal video rule which is often consumed on mobile phones
- Get stable shots (Sequence: Wide, Medium, Tight)
- Fill the screen with your subject
- Get down on your subjects level
- Use the exposure lock to control lighting
- Avoid digital zoom if possible. Zoom with your body (physically get closer to your subject)
- Audio matters - use your microphone for your on-camera portion, voice overs, and any interviews
- Take advantage of natural light or use a well-lit areas
- Turn on airplane mode while shooting to avoid interruptions
- When you have what you need, stop filming

## Voiceover Tips

- Draft a script. This will assist you in nailing the first take and when you close caption the video
- “Say dog, see dog” - write your script to match your video
- Write conversationally, avoid “edu-speak”
- Use your microphone to record your voice over
- Record in a quiet space without distractions
- Silence electronics or put them in airplane mode prior to recording

## Equipment



Tripod  
\$35 Amazon



Lights  
\$160 Amazon



Voiceover  
Microphone  
\$89 Amazon



DJI Wireless  
Lav Mics  
\$249 Amazon

## Editing Software

- iMovie - Free basic editor for Apple
- CapCut - Free editor available on App Store and Google Play
- WeVideo - Free and paid versions

## Horizontal vs Vertical

- Shoot in 16:9 (horizontal) for longer format videos. Ex. YouTube
- Shoot in 9:16 (vertical) for short form videos. Ex. TikTok and Instagram