



Creating  
Sound & Vision

### **Top 5 Video Tips**

1. **Your Camera** - Keep your camera steady, if possible on a tripod. Sometimes hand-held shots are needed but quite often they can look amateurish and give the viewer motion sickness.
2. **Framing Your Shot** - Be careful, you don't want to lose your subject matter in wasted space or have the wrong things out of focus. Quite often people make the mistake of giving too much or too little headroom. Have a look at what else is in the shot and work out if you really need to see it. Watch out for objects behind the person you are filming as you may create an optical illusion from the angle which you film e.g. the appearance of a plant growing out of someone's head (which is in fact behind them)!
3. **Lights** - Avoid shining your lights into the camera lens...this will cause nasty reflections and probably cause your object to be a silhouette. The same goes for putting your subject matter next to a window to gain extra light. A mix of sunlight and artificial light can also mess with the cameras "white balance". Most cameras have an automatic white balance but if it's not set right, then exterior shots can look very blue in colour and indoor shots can look too orange.

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4. **Sound** - Most cameras have built-in microphones but if the person you are filming is a distance from the camera, you will struggle to hear them...Try and get a camera that has a socket for a microphone. You can then plug one end of a clip-mic to the camera and attach the actual microphone to the person you are filming. Try and avoid filming near noisy areas...this not only could potentially drown out what the person is saying but also you will notice where the edit points are when it comes to the post production stage.
  
5. **Editing/Post Production** - This is the lengthy part of making videos and it's crucial to get it right so allow plenty of time. Try and keep any web video as short as possible as viewers can lose interest quickly. *BE WARNED:* It can be very addictive! There are loads of software editing packages available so choose one which is within your capabilities. If you're only doing very basic videos then quite often the free software which comes with your PC/MAC is sufficient. Also, try not to be too flash with the preset crossfades and animations that come with the software. Quite often too many of them can make your production look cheap and cheesy. The best thing to do is KISS (Keep It Simple Stupid) and also watch as much TV as you can to see which techniques the professionals use.