

VIDEO PRODUCTION HACKS 2020

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1. Lighting can make a huge difference.

LIGHTING TIP - Put the strongest light source behind the camera... Not behind the speaker!

If there's a bright light coming from the window behind your subject, the camera will have difficulty balancing the light. The camera will compensate for the bright light coming from the window by darkening the video, leaving your subject in the dark.

NEED A QUICK FIX?

- Close your blinds or curtains.
- Alter your shot so that the light from the window is shining on your subject (Bonus: You will have more natural light on the subject's face!)
- Place a powerful light behind the camera to brighten up your subject, overpowering the light from the window.

2. Put your Smartphone to use!

CAMERA TIP - Film on your iPhone or Smartphone using the 4K video setting if you're feeling wild (or good ol' HD quality works great too!) Reminder: Shooting in 4K looks awesome and allows you some freedom to "crop" in post without sacrificing quality... However, 4K video files are big and will fill up your phone's memory quick. You will need to make sure that you have enough storage on your phone prior to filming, unless you want to redo the whole thing when your recording stops suddenly because you ran out of space...

REMINDERS

- Make sure your camera lens is clean.
- Filming in landscape mode instead of portrait mode is generally more aesthetically pleasing because it is closer to the way our eyes see things.

- Keep the camera at eye level... You don't want the camera looking up or down at you.

- Composition can make a big difference.

3. Consider how you frame your shot.

6 Rules Of Video Composition
<https://youtu.be/Qj3QIQXYik>



I recommend this short and helpful video on composition [A little over 3 minutes in length].

COMPOSITION TIP - To determine proper headroom in a shot, use the rule of thirds. If the screen were divided into three sections, you would want the subject's eyes on or near the line of the upper third section. You don't want too much headroom – Give yourself a couple of inches above the subject's head.



REMINDER

- Squaring with the Background: If there are any straight edges in the background, like a cross or a bookshelf, line up the top and sides of your frames to to be square with those lines. Weird angles are distracting.

4. Make sure your camera is stable.

REMINDER

- There are low-cost tripod options with Smartphone attachments, which allow you to film on a camera or with your phone. Here is just one of the options available on Amazon:



HITSLAM Cell Phone Tripod 51 Inch 130cm Aluminum Lightweight Phone Tripod for Apple Samsung Huawei Smartphone, Camera with Bluetooth Remote Control, Carrying Bag and Gopro Mount (Black)

- Be sure to level your tripod so your camera isn't crooked.

5. People will forgive bad video but not bad audio.

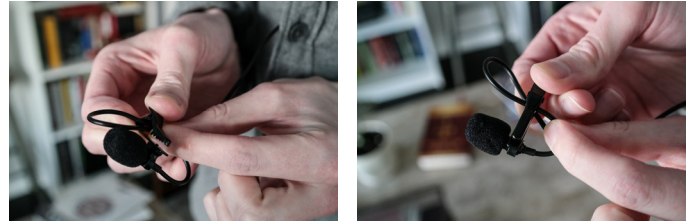
REMINDERS

- Make sure that whatever microphone option you are using is close enough that it is picking up the speaker's voice effectively.
- Avoid filming near open windows if you live near a busy street with loud traffic, etc.
- If you are using a lav mic, secure it properly [There are different methods of doing this. I will suggest one option that may be helpful in ensuring that the chord doesn't pull].

6. Securing your lav mic (A STEP-BY-STEP GUIDE)



STEP 1: MAKE A LOOP WITH THE WIRE.



STEP 2: OPEN CLIP & PUT LOOP INSIDE.



STEP 3: CLIP MIC TO SHIRT & TUCK IN WIRE.



7. Designate a person or team for community engagement and communications.

I'd like to encourage congregation members with gifts in media and communications to serve their family in Christ with these skills, whether it's a small team or just one person. I will work with that person or team and provide any guidance or tools needed to help. Please contact me if you or a member of your congregation is looking to get involved!