



**PRESENTING  
FOR BUSINESS**

# How to self-shoot Checklist

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## How to self-shoot Video: Checklist

### Sound: External mic

The quality of video cameras has increase dramatically over the last few years, most phones now have an HD video camera built in as standard. That's good news for anyone making self shot videos as it's unlikely you'll ever need a higher quality than HD for online marketing. But even with these great improvements in camera technology a lot of self shot videos still look cheap and nasty, why? Because of the sound quality. In built microphones on camcorders and phones are dreadful and, strange as it might sound, that poor quality audio actually makes your video LOOK



bad. So, invest in a good quality external mic, try to get one that has a lead so you can place the mic as close to the presenter as possible without getting it in shot. You could even use a lapel

or clip mic, these are a bit more expensive but will make a huge difference to the quality of your videos. A good website to find audio equipment for your phone is: <http://www.smartphonefilmpro.com>

### Tripods:

Using a tripod for filming is always a good idea, it's not impossible to film without one, especially if you're using a phone which you could just lean up against some books or a wall but a tripod makes life much simpler and allows you to frame exactly how you want, and if you're going to be setting up auto que it's well worth the investment. You can easily find tripods for cameras and phone on Amazon.



## Auto cue:

This is a great tool and means that you don't have to learn long scripts to produce video content. It also allows you to spend some time on preparing your scripts which means you can ensure that you get all of your important messages in and nothing is forgotten. The easiest way to set it up is to use your laptop or i-pad, you can easily download teleprompter software from the internet, I use <http://promptdog.com/> Then just place your laptop or ipad under the camera lens, if you're using your phone to film the auto que will run on that. The most important



thing to know is that you need a good distance between you and the auto que. If you're too close, the camera can pick up your eyes moving as you read but the further away you are the less movement there is, so, if you can stand around ten feet or more away the camera generally can't detect any movement. This, of course, depends on the size of your auto que, if you

can imagine using a cinema screen to read your text the eye movement would be massive but if you were using a screen the size of a match box, eye movement would be very slight. So as an easy rule of thumb, keep the words as close to the lens as possible and stand as far back as possible to get the best results.

To make controlling the speed of the scrolling text easy have someone help you but if no one's around you can use a wireless mouse with a laptop or there are special controller units available for i-pads which allow you to control the speed from where you're presenting. The other option is to set a scroll speed then dash around to your presenting position and read the text at the set speed but this is a bit of a 'faff' and it's difficult to make text sound natural if you're following a set speed.

## Backlight:

A common mistake made when self shooting is too much light in the background, most cameras will automatically adjust exposure to suit the lightest part of the frame, so if your background is too light the camera reduces exposure to suit the background and the result is a nicely light background and a presenter that you can hardly see because they're too dark. So it's important to make sure that the



background is not brighter than the subject/presenter. Common mistakes when shooting inside are having windows in the background or a white wall, outside be careful of white buildings or sunlight in the background. More information on lighting can be found here: <http://learnaboutfilm.com/film-language/picture/light-and-colour/>

## **“80% of the world’s internet traffic will be video by 2019”**

Cisco study 2015

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