

**Need to record video at home?** Until we can get back to producing videos for you in-person, we want to be sure our clients' needs for high quality communications are being met. If you find yourself needing to record at home, here are some tips from Romeo Company.

## PRE-PRODUCTION

Get ready to shoot your video!

### Step into the Light

Lighting makes a huge difference in a video's quality. Natural light is best, so **pick a room with big or multiple windows**. You can also add light with table lamps. **Avoid sitting with your back to a window**, and watch out for shadows from overhead lighting!

### Sound Check!

Before you get started, do a **quick audio test**. Talk for a minute or so, then listen to be sure the audio is clear. The farther you get from the microphone built into your computer or phone, the worse it will sound. You'll get better sound quality if you **plug in an external mic**. Even a basic desktop mic that connects to the computer or the mic on your phone's earbuds will improve the quality and minimize background noise.

### Behind You!

Whether you're in a home office or the living room, be sure to **keep the background simple** and uncluttered to keep your audience's attention on you.

### What to Wear?

**Solid colors** work best on camera. Avoid busy and tight patterns as these appear to jump on camera.

### Recording on your computer's webcam:

Use your computer screen to light up your face! Open an empty web browser window and make it as large as possible on the screen. For additional light, you can increase the brightness level on your screen.

### Recording on your phone:

Turn your phone on its side and record in **landscape** mode (we perceive the world horizontally—our eyes are side by side, not stacked on top of each other). If someone is helping you shoot, use the **camera on the back** of the phone—it's better quality and has a higher resolution. But if you're capturing the video by yourself, you may have to use the front camera to see how you're positioned throughout the video.

## PRODUCTION

It's go time!

### Avoid The Shakes

It's really hard to keep a hand-held camera or phone completely steady. Whether you're recording on your laptop or phone, **set up on a sturdy surface**. For a phone, a tripod with a little phone adapter is super helpful to frame up the exact shot you want.

### A Little at a Time

Even the most experienced presenters make mistakes or lose their train of thought. Take some pressure off yourself, and **film in short takes**. You'll have fewer things to remember and more opportunities to reshoot something you don't like. **This also gives more flexibility in editing!** Each time you begin or finish a segment, wait and smile at the camera for about three seconds. It will feel weird to you, but in the editing process, it gives the editor frames to use for a fade in or fade out.

### Make It Personal

Connect with your audience! **SMILE**, especially at the beginning and the end!

Posture is immediately obvious on camera, so be sure to **stand or sit up straight**. Don't cross your arms, since this makes you look closed-off.

**Most importantly:** when talking, do your best to **look directly at the camera lens**, not the screen. Your audience will feel as if you're looking at them. It can be tempting to watch your own window while talking, so try to position your window as close to the actual camera lens as possible. That way, even if you do peek at yourself, your eyes are closer than if you're looking off to the side.

## POST-PRODUCTION

You shot your video! Now what?

Now that you've successfully recorded your video, it's time to decide on next steps for getting it out to your audience. You can upload **unedited clips directly to YouTube** or your platform of choice. Your phone or computer might have some light **editing software** to experiment with. Or **Romeo Company can edit your video for you**.

### Some of Romeo Company's editing services:

- Adding graphics, background music, transitions, animation and slides
- Cleaning up background noise
- Adjusting the color balance of the footage
- Cutting out awkward pauses and silences
- Piecing together multiple clips in a natural way

### We're always here to help!

Call on any member of our team if you have questions, need equipment recommendations, want to brainstorm a concept, have editing needs or if there's anything we can do to make this time easier for you.



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