

Guide to self-producing video content

This guide is to help you produce high quality content yourself at home. It features easy and commonly used tips.

The below guide provides the following:

- Filming best practice
- Filming checklist: Things to check before hitting record
- Editing
- How to send content to us.

Filming best practice

We understand not everyone will have access to a good camera capable of videoing. This isn't a problem though, as most phones these days are capable of capturing good video. The below guidance will help you make the most of your phone.

If you do have a different video capturing device which is higher quality please use.

Filming kit:

- **Camera/mobile phone:** If using a phone make sure it is on airplane mode to avoid any incoming calls or notifications which may disrupt your recording.
- **Tripod:** Music stand, against your laptop or stack of books, shelf
 - Make sure the device is in a safe and stable position to avoid it falling!
- **Audio recorder:** This is not essential as the phone audio will work fine, but if you have an audio recorder like a Zoom or Tascam at home then feel free to use.

Mobile filming top tips

- use airplane mode - you don't want to be interrupted by calls, messages or alerts
- battery - start with a full battery
- storage - videos use a lot of space so make sure you have enough memory
- focus - lock your focus in place by tapping and holding on the screen where you want the focus to be
- stability - use both hands, a selfie stick or a portable tripod
- zoom - move closer the phone closer, for better quality, rather than using the zoom on the device
- sound - move closer or use the smartphone headphones as a microphone
- light - record in a location where there is as much light as possible
- wipe your lens - clean your lens with a lint free cloth to avoid marks on your video

For good audio:

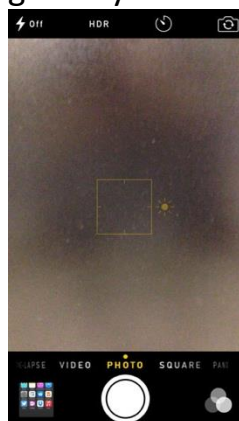
You can use the headphones supplied with your smart phone as a microphone and this will achieve better sound quality.

- **Distance to Camera**
 - Make sure you're as close to your phone's microphone as possible - No more than an arms-length away.
- **Check for audio disturbance**
 - Check for any sounds that might make the audio less clear. For example, check the washing machine isn't spinning or there is no loud electrical buzz nearby.
- **Avoid talking and playing**
 - It's best not to talk and play instruments at the same time. Phone microphones adjust levels automatically for the loudest sound, which if you're playing your instrument, will make your voice hard to hear.

- **Using audio recorders:**
 - If using an audio recorder like a zoom, make sure that it is positioned near to your video recording device so that the audio is recorded from the same direction.
 - Also make sure you visibly clap in front of the camera whilst the audio equipment is recording. This makes it 100% easier to sync in the edit.

For good video

- **Steady camera**
 - If someone is filming your video make sure that they have a steady hand to do it. Perhaps do a test run first and watch it back to see how it looks. Use a tripod or selfie stick.
- **Lighting**
 - One of the most important aspects of getting good video is lighting. Check the space you're in. Situating yourself near a window, lamp or even in a garden is a great way to make sure you're lit properly.
 - If your exposure/brightness is too high or low, you can adjust this on an iPhone or iPad by tapping on the screen and a yellow box with a small sun should appear. Drag the sun upwards or downwards depending on if you need to increase or decrease the brightness.



- **Avoid unwanted shadows**
- Make sure you don't position yourself with a window behind you. This can create a silhouette effect and mean your face is in shadow.

- **Neat and simple background**

- **Framing**
 - o If possible, it is best to frame your shot using the rear camera on your mobile device as it is much better quality than the front camera. Make sure you watch back your video to make sure you and your instrument are both clearly in shot. If you do find this difficult then you can use the front camera if necessary.

 - o It is good practice to have the camera at eye level, with the body from the hip up in the frame. Avoid angles which require looking down or up at the camera.

 - o We recommend that you film in **landscape**.

 - o Make sure you leave some room above your head in the camera frame and that part of your body is not accidentally out of frame. This can be done by asking whoever is filming to check for you or if you're filming alone, taking a picture of yourself sitting/standing in the position you will be in by using a timer setting on your phone's camera.

Filming Checklist: Things to check before hitting record

It can sometimes be easy, even for professional filmmakers, to forget some of the guidance above. Here's a checklist summarising those tips which you can use to check before your hit record:

If using a phone are you in Airplane mode?

Do you have a full battery?

Do you have enough storage for the media to record?

Are you close to the recording device?

Are there any loud sounds that could distract?

Are you near a bright light source?

Have you checked your framing?

Editing

Please do not edit your video. Your audition video should be one continuous take.