



## **CELBRATE THE CONSTITUTION!**

### **A Best Practices Guide for Recording Your Video**

1. **SCRIPT:** Write out or outline what you want to present. Practice it a few times.
2. **BACKGROUND:** Avoid backgrounds that may be distracting to your audience. Simple, clean backdrops are ideal.
3. **LIGHTING:** Try to film in a location with a direct, natural light source. Avoid backlighting. The main source of light should be facing you, not behind you.
  - a. In artificial light, avoid standing directly below an overhead light because this can create harsh shadows. Consider using a lamp several feet away for a good indirect light source.
4. **LOCATION:** Choose a quiet location free from interruption and background noise.
5. **CLEAN YOUR CAMERA:** Clean the lens of your camera to ensure there are no smudges.
6. **CAMERA ORIENTATION:** Record horizontally. If you are using a smartphone, position it sideways in landscape mode.
7. **CAMERA ANGLE:** Film at eye level. Shooting below eye level adds weight to your face and shooting above eye level diminishes you to your audience. Shooting at eye level shows you are accessible. Consider using books or other objects to raise your camera angle if necessary.
8. **FRAMING:** Frame yourself in the middle of the screen so there is not too much or too little space above your head.
9. **LOOK AT THE CAMERA:** Resist the urge to watch yourself while recording. Instead, look at the camera lens so your audience feels that you are speaking directly to them. Even if you must look down or aside to follow your script, remember to look at the camera frequently to stay engaged with your audience.
10. **RELAX AND SMILE:** Speak naturally and clearly. Imagine you are speaking to a friend. Smile when you introduce yourself and as you're wrapping up your presentation. You may also use your hands as doing so gives you a more energetic appearance.
11. **TEST:** Record a sample video to check your lighting, sound, background, camera angle and framing.