

# Suggestions for Recording a Great Selfie Video

## 1. Wardrobe and Makeup

When choosing an outfit for the camera, we suggest choosing solid warm colors. Avoid white, bright red or green, prints and all-black outfits. Please also avoid showcasing any brand logos to keep the focus and viewers' attention on you and your message (company/organization/institution logos should be fine as long as not distracting). If applicable, keep jewelry and makeup simple and classic.

## 2. Double Check Your Glasses

If you wear glasses, do a test recording or take a selfie. Be sure they are clean of any smudges or bright glares from any lighting.

## 3. Use the Most Current Technology Possible

Phone and tablet cameras get better with each iteration, so use the most current device you have access to.

## 4. Charge Your Phone

Recording video drains a smart phone's battery very quickly. Before you start, check the battery level and have a charger handy.

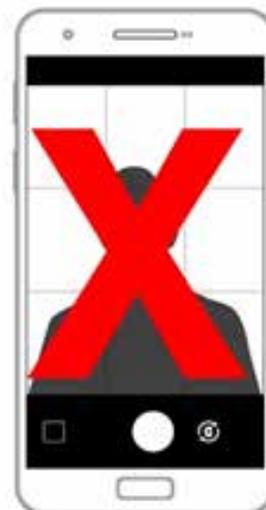
## 5. Stabilize Your Phone

To capture steady video, place your phone on a steady surface and use an object to prop it up, like a tripod or stack of books. Don't try to hold it yourself or have anyone hold it for you.

## 6. Use Landscape Orientation

This helps make your video more aesthetically pleasing in general and ensures it will take up the full width of the screen it is being viewed on. Remember to hold your phone horizontally when recording.

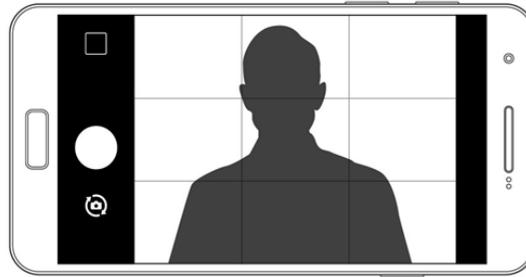
*Example:*



## 7. Framing

Place yourself in the middle of the frame. We recommend filming yourself from either waist up or mid-chest up giving ample breathing space around you. Do not hold the camera too low or too high.

*Example:*



## 8. Don't look at yourself on screen.

Make sure when filming yourself that you don't look directly at image on your phone screen. Focus on the actual camera lens, which will be to the left or right.

## 9. Lighting

The best lighting source is the sun. Natural lighting looks great in almost every instance. Face yourself toward a window for great natural light, but never have the window behind you or you will be back lit and appear as a silhouette.

## 10. Watch Your Background

Certain backgrounds can be distracting or show things you don't want the public to see. When choosing a place to film, look for a background that lets you be the center of attention. Again, take a test video and see what the viewer will see.

## 11. Use Maximum Resolution

Many phones will choose a 'medium' detail by default. You want to capture the best quality your phone can give you. Go into your settings and select 'maximum resolution.' Some Android phone apps will give you the actual video resolution options in the app's video settings; for example, 2160p, 1080p, or 720p video. Always go for the highest quality available.

## 12. Don't Use Digital Zoom

Unless your phone has an optical zoom lens, don't use the pinch-screen option to activate digital zooming. It's a poor feature when applied to video because all you're doing is ditching the outer pixels and distorting the video.

## 13. Use AE/AF Lock

Focus is a key component to compelling video composition and by default many smart phones have a tendency to re-focus on objects mid-record. To avoid this, use the AE/AF lock which stands for Auto Exposure/ Auto Focus. Simply tap on your subject (person being filmed) using your smart phone's default video app to manually lock exposure and focus in your footage. Touch the screen until the camera focuses on you and the "AE Locked" appears on screen.

#### **14. Use Airplane Mode**

Switch off your wireless communications by turning Airplane Mode on so that you don't have any updates, emails, or social pings pop up while you are recording.

#### **15. Don't Let Bad Audio Ruin Your Video**

Poorly recorded sound will ruin a video more than poor video quality. And there's likely more noise around you than you realize—even if you don't pick it up, your phone's microphone definitely will. Traffic from a nearby road, the hum of home appliances or even birds chirping outside can make its way into your recording without you even realizing it, so it's important to survey the area and take note of what you hear. Take a test video and listen closely.

#### **16. Leave 5 Seconds of Quiet Before You Start Speaking and After**

Your message is very important. To make sure everything is captured, let the video run for 5 seconds before you start speaking and allow for it to run 5 second after you finish, before you stop recording. This is a good place to take a deep breath and smile.

#### **17. Slow down when speaking.**

Be sure to slow down when you're speaking and annunciate your words. Sometimes, we don't realize how fast we talk and that can make it hard for the audience to understand you.

#### **18. Relax and have fun.**