International Coalition of SITES of CONSCIENCE

Recording Videos - Tips

Clothing and Colors
Solid colors on clothing are usually safest, as patterns can be distracting to the viewer. This also applies to accessories, such as ties, bowties, and scarves. Neutrals, soft blues, and browns are the way to go. Avoid high-contrast clothing like a bright white shirt. (In general, avoid white shirts without something covering it, such as a solid vest or blazer.

Body Language and How to Talk
Slow down slightly when you talk, and make an effort to enunciate clearly. Speak from your diaphragm rather than your throat. Use calm, open body language. Stand up straight – poor posture is immediately obvious on camera. Keep your shoulders back and your muscles relaxed. Take deep breaths. Don't cross your arms, since this makes you look closed-off.

Use Plenty of Light
Lighting makes a huge difference in the quality of a finished professional video, so make it one of your top priorities during filming. Do your best to get your footage in the morning or evening, when the light is softer.

Use a Clean Background
Try to use a solid-colored background. A wall, a bedsheet, or a large sheet of backdrop paper are all good options. Please avoid Zoom virtual backdrops.

Ensure a Clear Audio While Recording
Record in a quiet environment, free of ambient noise. Choose a location where you are unlikely to be disturbed. Make a test recording and listen to it. The speech should sound clear.

Avoid Shaky Footage (If not using Zoom)
Use a tripod, or set your camera on a sturdy surface. If you are using your phone, use the camera on the back. The front camera's quality is not as good on most phones.

Record in Landscape Mode (that is, horizontally instead of vertically)
This will give you footage that looks good on larger devices, not just phone screens. If your phone has a feature that allows you to overlay a grid on your screen, use it. This will help you keep your phone level and avoid tilted footage.

Remember, state the question before answering it.