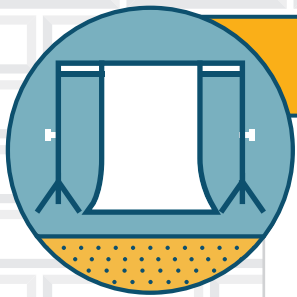


THE ANATOMY OF A VIDEO



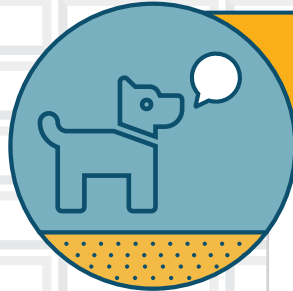
SCRIPT

Start by writing a script for your video. Use casual, conversational language. Record yourself reading the script and use a timer to gauge how long your video will be. Web videos should be around two minutes long. Social media videos should be closer to 30 seconds.



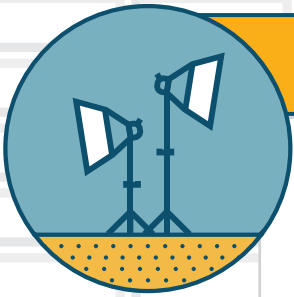
BACKGROUND

When deciding where to shoot your video, pay attention to what is behind you. Look for a background that is relatively simple, and not distracting.



BACKGROUND NOISE

Kids, dogs, traffic, neighbors, appliances—the list goes on and on! Try to find a quiet room in your home or office, where you can record without picking up any unwanted sounds. If possible, a small room with plenty of soft surfaces (they prevent echoes) is best.



LIGHTING

What may seem like great lighting in person can have a very different look on camera. Try a few different locations, add some lamps if needed, and record a short clip to see how the lighting looks on the screen. Sometimes the easiest option is to place yourself in front of a window (facing the window), to take advantage of natural light.



FRAMING

Don't be shy—get up close and personal. Make sure you're filming in landscape orientation (the shot should be wider than it is tall), and zoom in so that we see you from about the elbows up. And don't forget the rule of thirds—position yourself so that you are a third of the way across the screen, rather than right in the center.



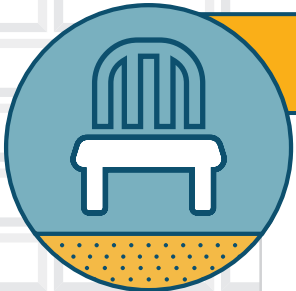
CAMERA

Today, video cameras are almost everywhere. You can use a smartphone, a laptop, a digital camera, a webcam, or any type of camera that suits your needs.



AUDIO CHECK

Once you have everything in place, test out your sound. Record a short clip, play it back, and make sure the volume and tone are good. Eliminate any echoes with a little creativity—you can arrange a few pillows or blankets around the room to soften the sound, if needed.



POSTURE

Don't be a slouch! If you're standing, put your feet about shoulder width apart and find a home base for your hands—not crossed in front of you and not in your pockets. When seated, keep your shoulders back and sit forward in the chair, instead of resting against the back.