

# Bright Ideas Videos — Recording Tips



## Camera Tips

- Video orientation: Landscape (horizontal).
- Look directly into the lens and maintain eye contact with the lens.
- Try not to move back and forth.
- Keep camera/phone on a tripod so it's stable.

## Location

- Pick a space with a background that is not distracting (both visually and sound).
- Record in a quiet space; avoid an empty room or hallway that has a lot of echo.
- Record indoors to avoid wind.

## Clothing

- Wear neutral colors without busy patterns (solid colors show up best on camera).
- Try to avoid wearing the same color as your background.
- Avoid jewelry that make a lot of noise.

## Lighting

- Avoid standing in front of a window/light (with back toward the window/light source).
- Position camera in front of a window/light source (face toward the window/light source).
- Make sure the light source is not too bright; adjust the phone/camera settings so there are not overly exposed highlights.

## Audio

- Put phones on silent.
- Avoid holding a paper in hand or typing on keyboard/clicking mouse.
- Once you start recording, wait for three seconds before you begin speaking, and hold still for three seconds after ending.

## Video Tech Specs

- File Format: .mp4.
- Ratio: 1920x1080 or 1280x720.
- Smartphones from 2014 or newer should record in .mp4 format and have these ratio options.