

# Tips for Video Shooting for the 4-H Military Partners Conference

## What to Wear

- Be comfortable in what you wear. A shirt with your organization logo is great.
- Solid colors film best but avoid black or white shirt, or one with small stripes.

## Filming

- All recorded parties will need to sign a photo release form that KSU will keep on file showing permission to use your image on the recordings. We cannot use the information in the recordings without the photo release.
- A steady video always looks better. Place your recording device on a fixed object or tripod to stabilize the recording. If you have to handhold the camera, the video will be more stable if you stay zoomed out as far as possible. If you zoom in, the subject will look shaky. To get a close up shot, walk up close to the subject.
- Make sure that the image is white-balanced. Avoid mixing light sources such as indoor lights and lights from a window. You may need to close the blinds or shades when recording near a window.
- Make sure that you are in focus. Manual focus is best. Using an auto focus can ruin a video if something is in the foreground and the camera is focusing back and forth on the subject.
- Use the rule of thirds. If someone is helping you to record, it looks best for the person being interviewed to be turned away from the camera slightly and looking away from the camera. You should be looking at the person asking the questions.
- The camera should be level with your eyes. If you are using your laptop to record, try placing it on top of a few books to get the camera on top of the screen in alignment with your eyes.
- A composition showing just your head and shoulders will work best for the recordings.
- Check the background for unnecessary clutter. Do you want the viewers to see your dinner on your kitchen counter?
- Watch for shadows on your face that create a dark portion on your image. If outside, it's best if you slightly face the sun. Early morning and late afternoon will have better lighting. The shade of a tree also works to eliminate shadows.
- If inside, a couple of lights will help you to evenly light your face and give a better image. Don't rely on ceiling lights which can leave shadows from the direct overhead lighting.

## **Audio**

- Good audio is more important than the video – viewers will not watch video with bad audio!
- Be sure to say within 12-24 inches from your recording device or use an external microphone if you have one. Often times, using the built-in camera mic will give you a hollow sound and may have some wind noise. Be sure to check for this before you record your full presentation.
- If background noise, a dog barking, or a plane flying by is a problem, move to a new location, or wait until the noise has passed.
- Make sure that all the audio levels are even. Don't let it get too loud, or the audio will be clipped.

## **Editing**

- K-State will be editing the videos before they are released for use. However, keep in mind that a bad video cannot necessarily be edited into a good product.
- K-State will work to add conference branding to the videos. If you have something very specific you would also like to see in the video (your university's logo for example), you will need to send a PowerPoint document showing the detail of the slide you would like to see. Please note that the conference and the project slides will be required on all videos.
- If you use any music within your video, be sure to use music that is copyright free. Don't use popular music unless you have the rights to use it. There are several websites that offer free music: <https://creativecommons.org/music-communities/>
- Once you have finished your recording and you feel it is ready for editing, please send it to Gerry Snyder, K-State Electronic Media Services at

**Information on this handout was adapted from a document prepared by  
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