



AT-HOME VIDEO RECORDING TIPS

Clear, concise communication is more important than ever — especially when it comes to video. Seize the opportunity to get creative with marketing videos while at home, but remember— **quality still matters**. We've provided a few guidelines to ensure your at-home videos are a success for your company.

GENERAL

- Ideally, use a computer with a built-in camera for higher-quality video.
- If using a smartphone, set it on something to make sure the camera remains steady and place it at eye level. A quality smartphone tripod can be purchased for under \$35.
- Whether filming live or pre-recording, create a list of talking points and practice what you're going to say before the camera starts rolling.

LIGHTING

- Always record in a well-lit area. Avoid sitting in front of a window, because the light will be behind you (what's referred to as "backlit").
- Natural light is best. If possible, allow natural light to shine on your face.
- Steer clear of harsh lighting which might create shadows.

SOUND

- Determine a quiet area for recording. The less background noise, the clearer the speaker's voice will be.
- If using a smartphone, try to get close to the phone. The closer you are, the better you'll sound.
- Speak naturally and clearly. Enunciate your words. The audience shouldn't have to strain to interpret what you're saying.

QUALITY

- If using a smartphone, be sure to film horizontal, not vertical. Do not zoom in; move your body or phone to get closer.
- Selfie mode can be used to check the way the frame looks. However, don't record in selfie mode. The front-facing camera will yield higher-quality results.
- If live-streaming from a computer, hard-wire into the internet if possible (this means use an ethernet cable) to improve the connection.
- Your camera should be set to record at the highest-quality setting.
- If a framerate option is available, select anything higher than 24.

NEED MORE HELP? GET IN TOUCH!

Candor can professionally edit your at-home videos for distribution to clients or customers. Email video@candorpr.com to get in touch with our team.

