



GET PEOPLE HERE

WorkinAUS Self Shoot Guide:

Step 1 - Pre-Production: Understand your purpose

First ask yourself the following questions. Why do we need to produce this video? What are the messages we wish to communicate? Who are our audience? What is the most effective way to target them? Who is best to deliver those messages on screen (paid talent, staff member who knows content best, staff member who is engaging on screen etc.)?

Pre-production steps can include:

- Scripting
- Storyboarding
- Scheduling
- Budgeting
- Location scouting
- Rehearsing

Step 2 - Know your camera

Once you have your concept locked in and you are ready to shoot, it's important to make sure you know your equipment. If you are shooting with a smart phone or tablet familiarise yourself with the available settings. On newer models there is an option to up the resolution to 4K. Use the highest quality options that are available to you. Make sure you use the correct lens side rather than 'selfie' mode side of the device to get the best out of the camera. Ideally some kind of tripod or phone mount should be used, that failing a table or similar will suffice.

If you are sourcing another camera, there are a vast range of options available to suit all budgets and experience levels. Find something that is suitable to your budget and that you are comfortable setting up each time. Typically, as the price increases the image quality increases but so does the complexity. Once you go beyond point and shoot style cameras then there are other things to consider like suitable lenses etc.

Step 3 - Good audio is essential

Professional, clean audio is almost more important than the quality of the picture. There are several inexpensive lavalier microphones that can plug straight into your smart phone, camera, or external audio recording device. Ensure that the one you opt for is compatible with your device.

The internal microphone of your camera or device can provide useable audio but only if it is positioned very close to the subject and there is little or no external noise in the area to contend with. This is very limiting and will have very mixed results depending on the device, so it is not



GET PEOPLE HERE

advised unless in a pinch.

Step 4 - Location

Location is key not just for the look of your set up but to help obtain clean audio.

PICTURE

Light is the most important factor in how your subject will look, so do consider that carefully along with your composition.

Points to consider:

- Choose a background that is relevant to your content. Don't over think this though, the subject should be the focus and 'hero' of your set up.
- Choose an area where there is light on the subject's face, this can be natural light from a window or lighting in the location. If the subject appears too bright and the background too dark, then move them further away from the light source.
- Avoid harsh sunlight. If shooting outdoors, then overcast days will be easier for you.
- Avoid 'backlighting'. This is a bright light source behind the subject, which will cause the subject to appear silhouetted. Windows etc.

AUDIO

External noises you should be listening out for and trying to avoid include:

- Traffic (if you are filming outside or close to a window with a busy road outside). Find a part of the building away from noisy windows or if you are outside, a quiet street or park is best.
- Office chatter.
- Loud air conditioning. If this can't be switched off or avoided, then the use of a microphone within 50cm's of the subject's mouth will mitigate some of the hum.
- Wind. Strong winds can be an audio killer when you don't have the equipment to handle them properly.
- Planes. If you are on a flight path you will need to pause for planes that pass overhead.

Step 5 – Lighting

If a few small lighting fixtures are in your budget this will give you more versatility in the locations, you can choose. Larger, soft, or diffused sources smooth out shadows and are much more flattering on your subject than smaller 'hard' sources. If you do not have budget for lighting, follow



GET PEOPLE HERE

the advice in step 4.

Step 6 – Shooting

- If you are self-shooting its useful to have someone sit in so that you can compose the shot correctly and make sure the lighting conditions are suitable.
- Test the audio, listen back to a recording if necessary.
- Shoot 4K, this may give you an option to crop in on the image in post if you are exporting in 1080p. Using both the original and the cropped in version essentially gives you two shots to edit with, avoiding jump cuts.
- Be natural in your performance or encourage your subject to be natural. The more relaxed and less forced the performance, the more engaging the performance will be.
- If this is your first time, then practice the performance and review.
- Find references of other styles of shooting you like and try to replicate these.
- Incorporate a second camera angle on talking heads if you are feeling confident. Something in more of a close and at an angle from the main shot can work well.

Step 7 - Postproduction

Now that you have your content '*in the can*', it's time to review and import your assets into your chosen editing software. Watching your content back will allow you to quickly assess what is working well and where there are areas for improvement.

There are several editing applications available, Final Cut Pro X, Premiere Pro, DaVinci Resolve to name a few of the most popular. Find the most cost effective or best suited application for you and familiarise yourself with the interface. Detailed instructions for all applications can be found online.

Step 8 – Distribution

Once you have completed your edit and exported out of your editing application, you are now ready to share. There are so many ways in which you can distribute your videos. YouTube is a great starting place as, once your video is on there, you can embed it in various other platforms. If your content is a means to promoting your business, try sharing it on LinkedIn. Sharing your videos on Twitter couldn't be simpler. Just drag and drop your clip onto your Twitter post, or use [Twitter Media Studio](#) to take things up a level. While Instagram can be a fantastically visual sharing platform, it can also be quite fiddly. My recommendation is to make sure your videos are over a minute long so they can be uploaded directly from your computer onto your [Instagram TV account](#). Your video will still appear on someone's feed, without you having to get your phone or external plugins involved. Be sure to use the relevant hashtags when sharing on social media to ensure that your videos get as many viewers as possible.