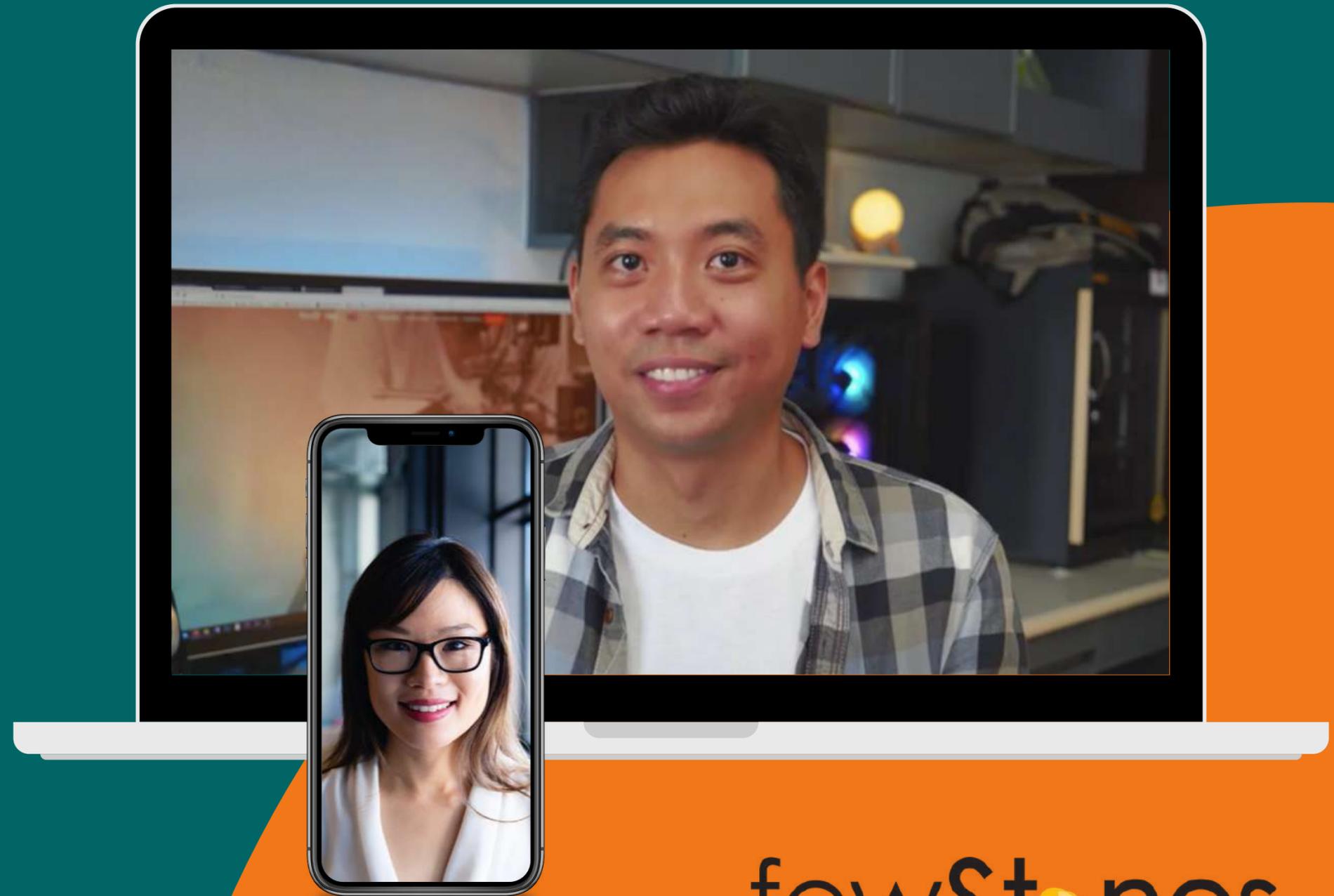


QUICK GUIDE TO
SELF-RECORDED
VIDEOS
THAT STAND OUT



fewStones

VIDEO - the future of work is here.

WITH THE FORCED ADOPTION OF **WORKING FROM HOME**,
VIDEO IS MORE IMPORTANT THAN EVER.

Today, VIDEO is the only type of content that allows people to see you, to hear you, and to know you.

This is why the quality of your video matters.
Your video will make a difference to your business - be it for internal communications or making the "virtual sale".

Here's our **QUICK GUIDE** to help you create stellar self-recorded videos.



Your guide to The Message



SCRIPTING

- Start with the most essential aspect of the video - write the script with a goal in mind.
- Identify areas of the script where visual cues can appear when editing.
- Minimise narration and reduce fillers.
- Keep it under 3 minutes. The rule of thumb for the talking speed is 3 words per second for clear and concise narration.

Your guide to Audio



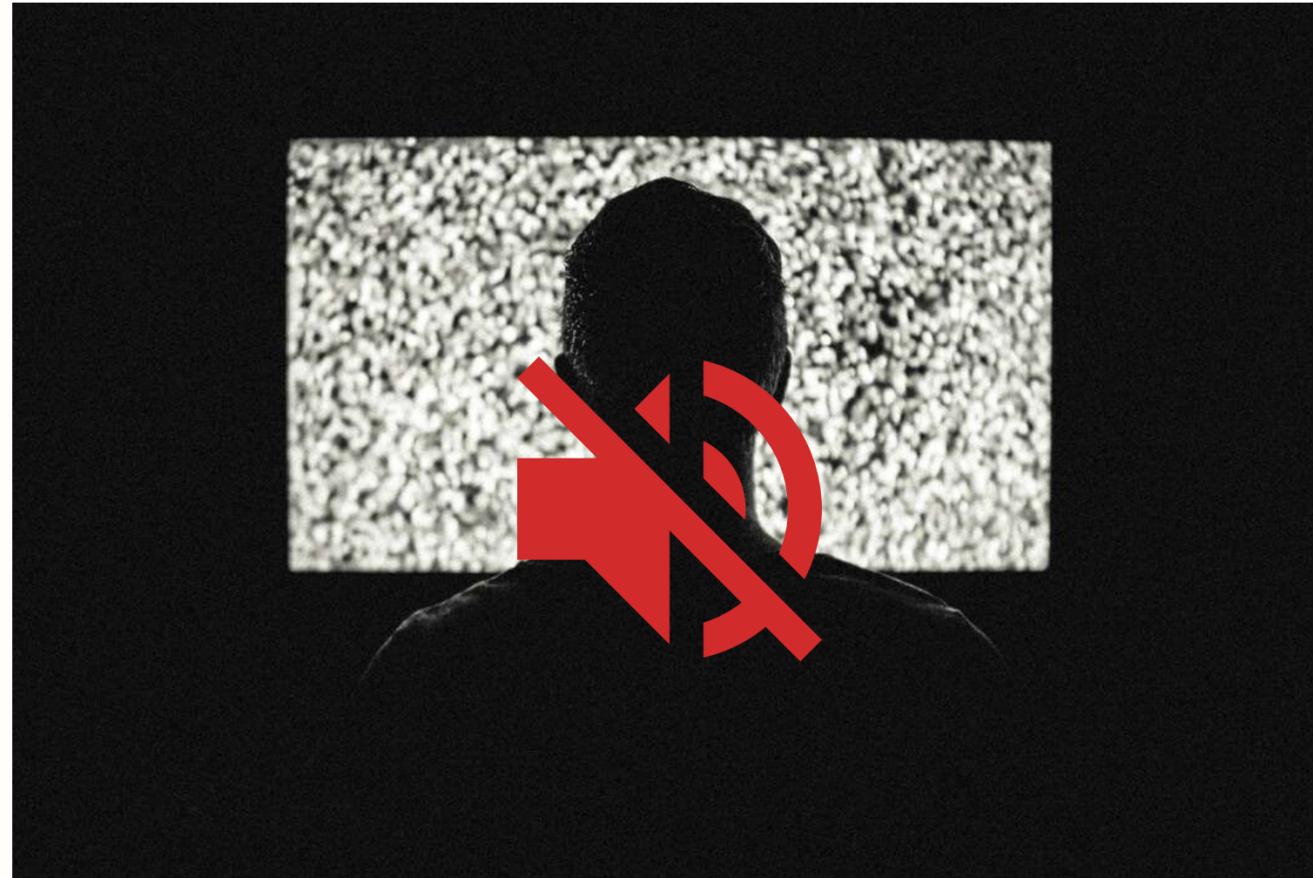
MICROPHONE PLACEMENT

- If possible, use an external microphone. Otherwise, avoid covering the onboard microphone within your laptop or smartphone.
- Place the microphone as close to your mouth as possible without interfering with the shot or the subject.



Audio just as important as the video - make sure audio is captured well.

Your guide to Audio



SILENT BACKGROUND

- Find a location with subtle or no noise in the background at all - avoid places with construction, loud fans or machines.

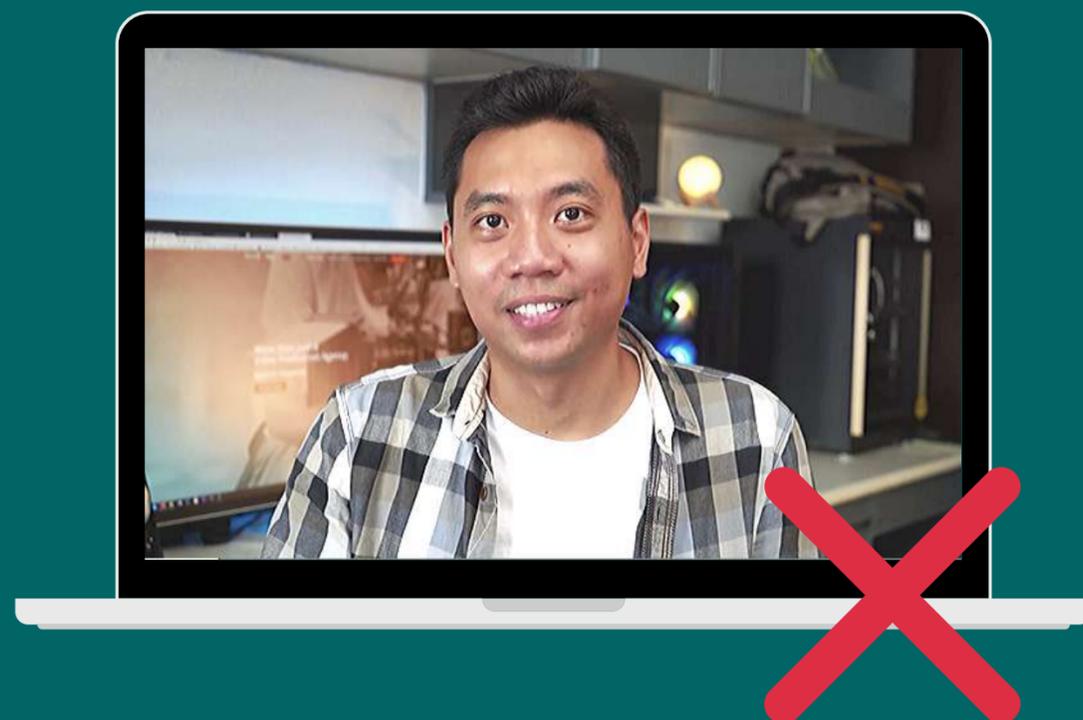
Your guide to Lighting

LIGHTING

- Choose location with sufficient light.
- Avoid shooting against a bright background - this will create a *silhouette* on the subject.
- While shooting indoors, direct the camera away from a window or light source, with yourself facing the light.



Your guide to Lighting



Too bright

This could make the shot look overexposed.



Too dim

This could make the shot look underlit.

Your guide to Lighting



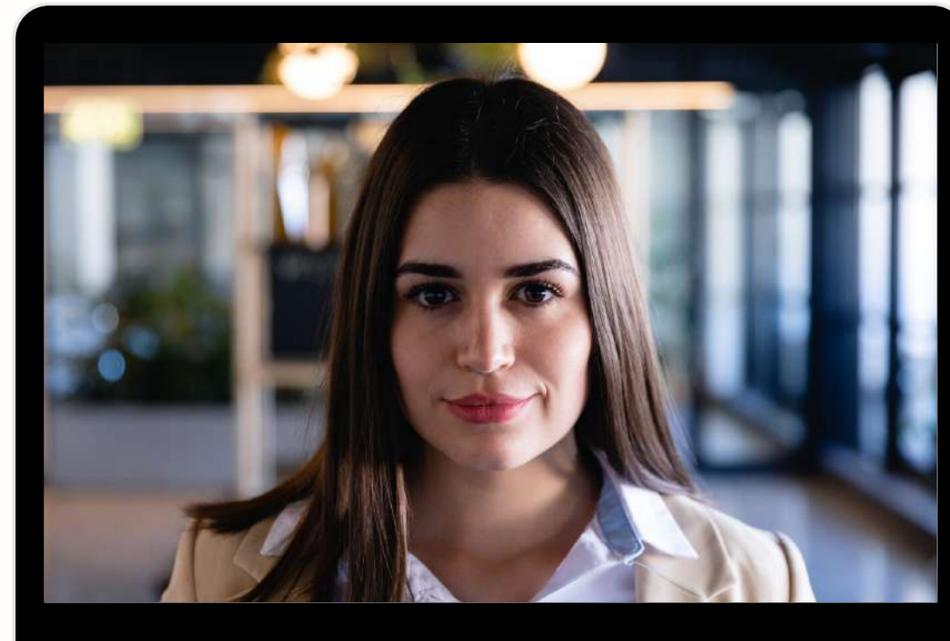
Sufficient lighting

With good lighting, the video highlights the subject perfectly.

Your guide to Recording Quality

RECORDING QUALITY

- Record yourself in HD (High Definition).
- Always make sure your subject (yourself) is in focus.



Subject in focus

A clear and focused shot will define a quality video.

Tip: For most platforms, especially YouTube, 1080p is defined as HD.

Your guide to Recording Quality

STABILITY

- Always keep your camera, smartphone or your laptop steady.
- Use a tripod or place camera on a levelled surface to avoid unwanted shakes.



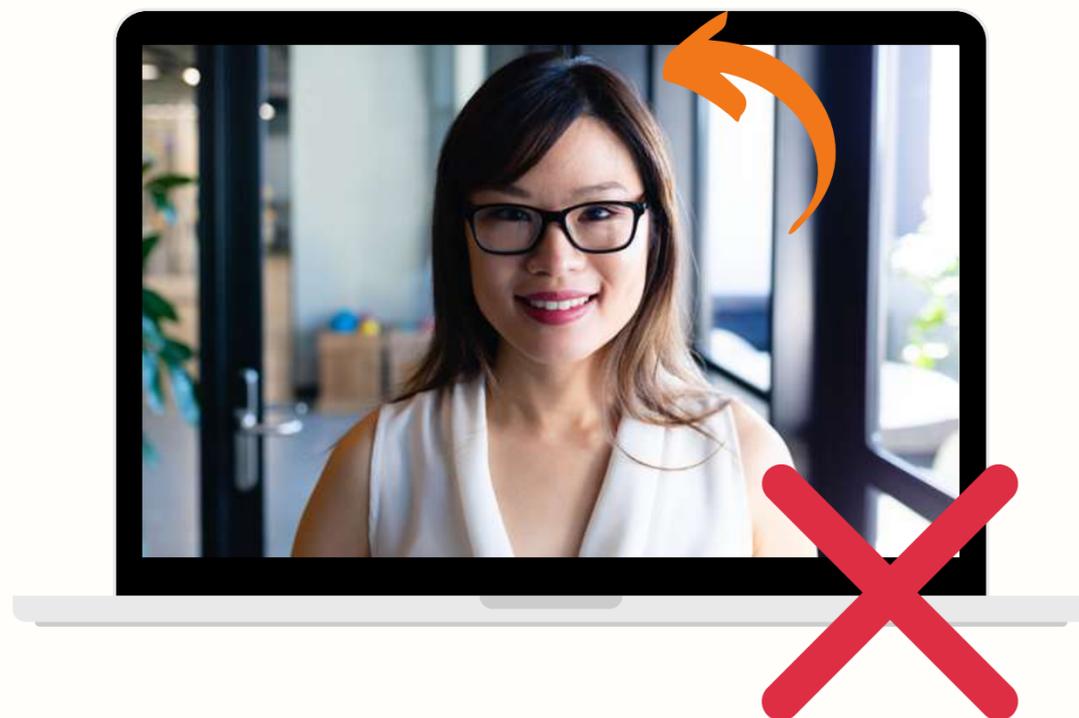
Your guide to Framing

HEADROOM

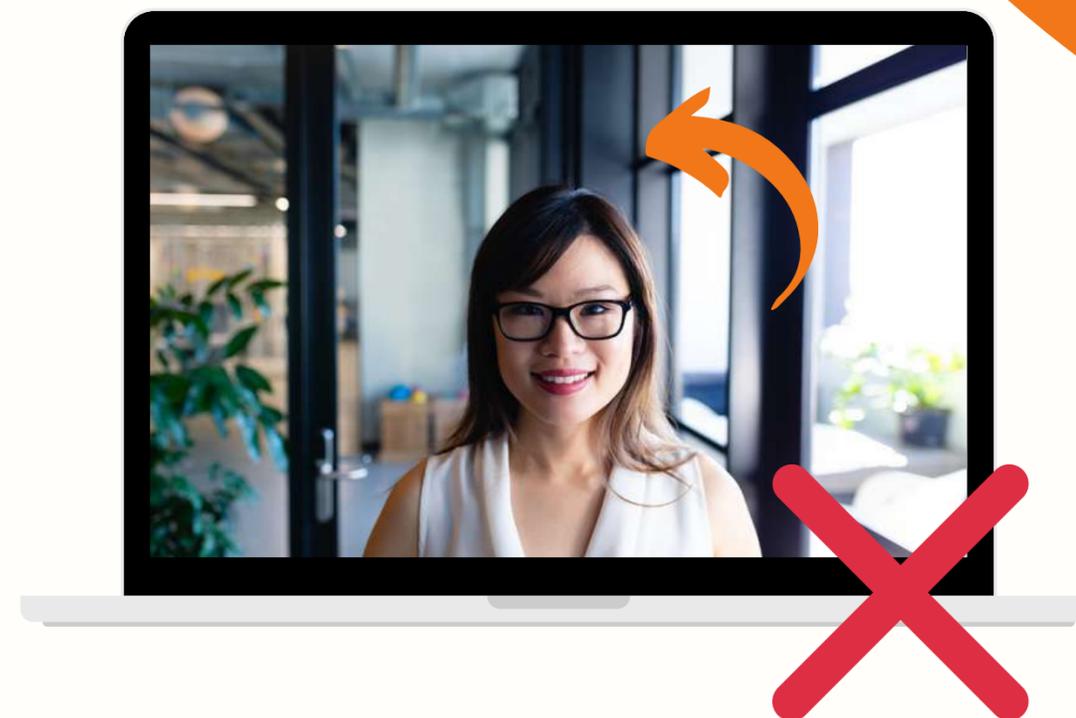
The easiest way to frame yourself is to have yourself in the centre of the shot, do take notice of the amount of space you have above your head (i.e. Headroom).



Your guide to Framing

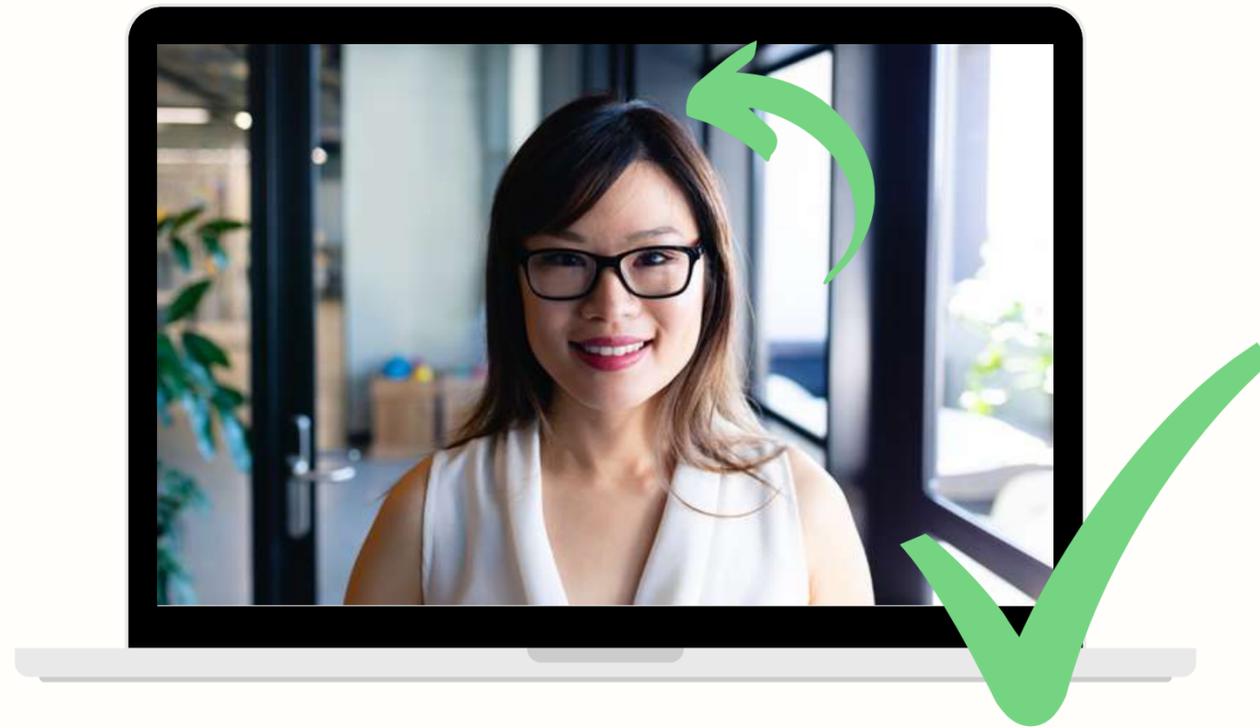


Too little headroom
This could make the shot look congested.



Too much headroom
This could make the space look empty & the subject look small.

Your guide to Framing



Good headroom

The right amount makes the shot look well-balanced & professional.

Your guide to Formats

Which aspect ratio should you choose to film in?

A light orange rounded rectangle representing a landscape aspect ratio of 16:9.

16:9

Landscape

The widescreen aspect ratio is the most popular format for video streaming platforms, like YouTube.

A light orange rounded rectangle representing a portrait aspect ratio of 9:16.

9:16

Portrait

This is popular for videos viewed on mobile, via social media platforms such as Instagram or TikTok.

A light orange rounded square representing a square aspect ratio of 1:1.

1:1

Square

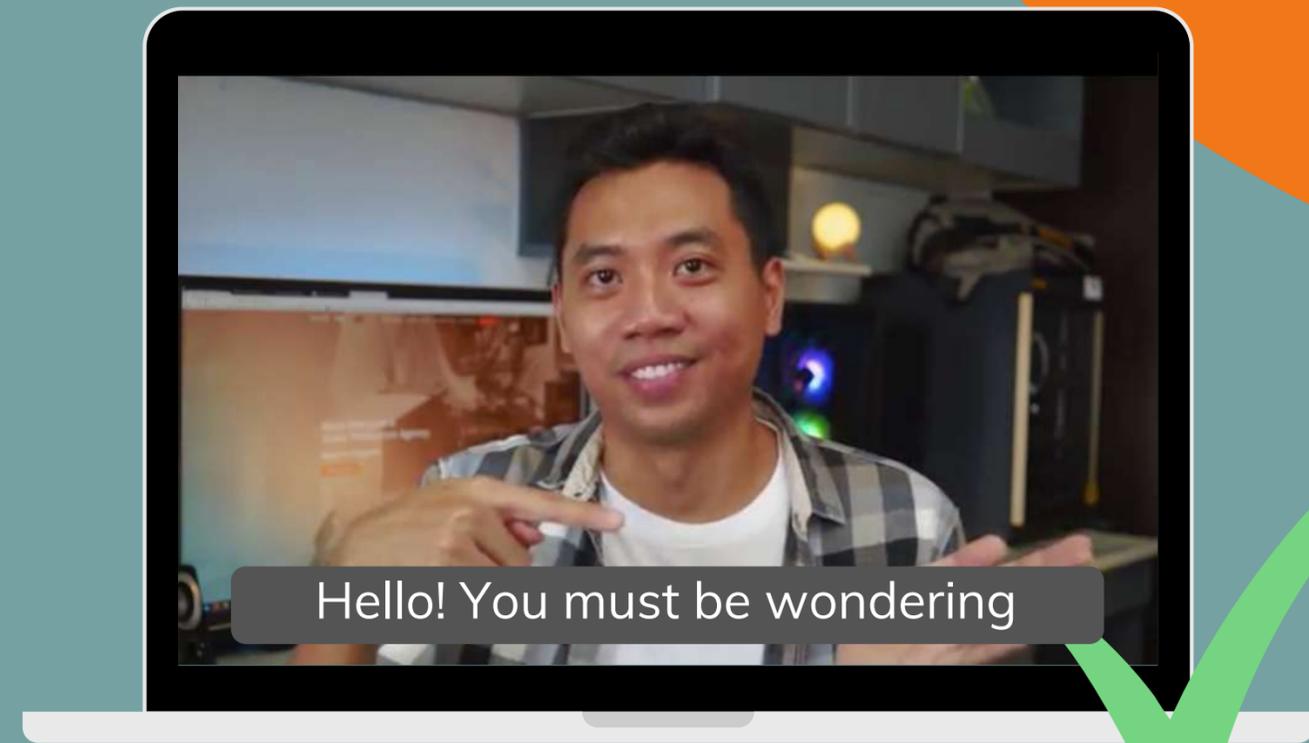
Square formats build the bridge between the 2 others. Ideal if your video is intended for a mass audience.

Tip: Consider wrappers to turn your landscape or portrait video to a 1:1

Your guide to Titles & Subtitles

ADD CAPTIONS

30% of all videos viewed are played silent. Without titles and subtitles, you are missing out on this target audience who will not be watching your videos.



Adding Titles & Subtitles

Be inclusive with target audience who plays videos without audio.

Et voila!

You now have an awesome video recording.

What's next?

To improve your video, you need to edit it using either a professional software such as Adobe Premiere Pro or a simpler software such as iMovie.

Video editing includes colour grading, sound enhancement, adding slides, animations, transitions, sound effects & more.

Note: Be prepared to spend time editing, 2-3 revisions is usual per video.





If you need help with the editing or even filming, we can help!
Check out fewStones' VideoHike plans:

fewstones.com/videohike

Hike up your videos, starting from \$90/video.



Questions?
Let me know!



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