



▶ Your Guide to
Start Making
Great Videos

How to Use This Guide

This guide can be used for Skype, Zoom or other webinar and group call platforms.

It can also be used if you want to make your own videos for your website or social media.

Three Major Mistakes and How to Avoid Them

1. Bad Sound

2. Bad Lighting

3. Shaky Footage

1. Bad Sound

People will forgive less than great images but not bad sound. They will turn off videos with bad sound. But there is an easy fix...

- Start with your iPhone or Android device and keep it simple.
- A great lavalier mic that plugs right into an iPhone is the Rode smartLav+.
- Get the SC1 TRRS 20 feet extension cable as well. You'll need this so your phone can sit on a table or tripod and the mic will reach where you are standing.



1. Bad Lighting

- Avoid back lighting. This means the lighting is behind the face and the face is in the shadow (same indoor and outdoor).
- Avoid mixed lighting. This means indoor tungsten or fluorescent lamps mixed with daylight. Try and pick one or the other and save yourself a lot of trouble.
- Try and shoot in daylight when possible. Daylight is great for skin tones. Don't stand in direct sunlight but rather in a shady place or diffuse sunlight. You can also sit near a window and get great results.



Soft Boxes

- Inexpensive soft boxes can be purchased at a camera store or online. They use either one large fluorescent bulb or 4 smaller bulbs.
- Tungsten bulbs are 3200 Kelvin. They are usually found in indoor table lamps. The hue is a warm yellow. If you are shooting indoors, not near a window with natural light, use Tungsten.
- If you are shooting near a window with natural daylight, it's often good to use a soft box to fill in the light. If so, use daylight bulbs which are 5200 Kelvin.
- On Zoom calls have a window on one side of your face and a daylight soft box on the other side for even lighting if possible.



The Goal is Natural Skin Tones

- Avoid mixed lighting if you can. That means daylight and tungsten light.
- You want to look at the skin tones on your videos and see if they look natural (unless you're going for some special effect).
- The easiest way to get good skin tones is to use natural light.
Go outside or sit next to a window if possible.



Smartphones

- Smartphones have small light sensors and therefore need adequate light.
- If you shoot a lot, then to have maximum control, just use a soft box as your main light source and keep it set up.
- You can choose daylight bulbs (5200 Kelvin) which give a cooler skin tone or tungsten (3200 Kelvin) for a warmer look.

Webcams

- If you are recording with your computer, the same lighting principles apply.
- Get a good web cam. Logitech makes great ones at all price ranges.
- Logitech Brio 4k webcam is a brilliant device. The image is great.
But they also have less expensive models.

Logitech 4K Pro Magnetic Webcam for Pro Display XDR
\$199.95

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USB Mics

If you are recording from your computer, you can use a USB mic and get good sound.



Audio-Technica ATR 2100X is great.



Blue Yeti Nano comes in second.



Blue Snowball is a good budget solution.

USB Computer Interface

The advantage of this box is that you can plug in an XLR mic like the Audio-Technica ATR 2100X and a set of headphones for a great audio experience on Skype or Zoom.

Studio & Recording / Audio Interfaces / USB Audio Interfaces / Focusrite

Focusrite Scarlett Solo 3rd Gen USB Audio Interface

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Zoom or Skype



Some simple rules to keep in mind:

- **Always** use headphones or earbuds.
- Use a USB mic (Blue Yeti or Blue Snowball) and headphones for good sound.
- Or use an XLR mic like the Audio-Technica ATR 2100X (also works as a USB mic) and the Focusrite Scarlett Solo computer interface for an even better audio experience for yourself and your audience.
- If that's too much, use earbuds that have a mic on them.
- **Never** just use your computer microphone and no headphones. The sound is horrible at the other end.

1. Shaky Footage

Holding the camera still is important. Try these...

- Manfrotto MTPIXI-B PIXI Mini Tripod.
- Joby GripTight XL Gorillapod Stand for Smartphones also available with magnets for multiple use.
- Selfie Stick – these are lots of fun for selfie videos and all kinds of other uses.



Start Your Own YouTube Account



- Practice shooting lots of videos. Make lots of mistakes and keep going.
- Pick great music to go with your videos. It's been said that as much as 80% of the effectiveness of a video is the music, so try and choose the best you can. Here are three good sites for music:
www.marmosetmusic.com + www.premiumbeat.com + www.musicbed.com
- Pick a simple video editor. iMovie (Mac) is simple and easy to use. For more advanced users, Final Cut Pro X and Adobe Premier Pro are popular professional editors. Or edit videos on your iPhone with one of these:
- Magisto, montage, viddy, cute CUT, qikvideo, Splice      
- Name video, give it a description and assign tags for search engines.
- Upload your video to YouTube and celebrate.
- Share your video on social media and with all your friends.
- Put the video link on your website and start to build content there with video.
- Put a short clip on emails to send out to your list.

Two Great Apps for Your iPhone

- **Overvideo.** 
Fun app for taking videos on your iPhone and then customizing them.
- **VidLab.** 
Allows you to put together photos or videos.
- **VSCOcam.** 
Our favorite. You can do some really cool filters and create all kinds of creative looks from your iPhone videos and stills.

Planning to Hire a Professional Filmmaker?

Ask these questions:

- 1. What is your methodology / process to construct a cohesive story?**
 - Make sure they know about story-telling
 - Pre interviews with several people (the heart of the story is not always the owner of a company)
 - Storyboard
- 2. Show me an example of your ability to distill the core message of a story and how you direct people?**
 - Have them give you a link to their previous work
- 3. What are your coaching and listening abilities?**
 - Best would be a trained coach to get the story underneath the story
 - A structure is important plus listening for the unexpected and showing flexibility to make changes
- 4. How do you get your clients relaxed in front of the camera?**
 - Have the interview be a conversation
 - The art of conversation is to have it flow

Typical Equipment of a Professional Filmmaker

Ask these questions:

1. What kind of professional sound equipment do you use?

- Professional sound kit includes: Shot Gun Mic, Lavelier Mic, Cardoid Condenser, 2 Sound Recorders (one for back-up)

2. What kind of professional camera equipment do you use?

- At least 2 Professional Cinema Cameras for multi angle shots
- Camera movement is important to create a lively, non-boring atmosphere, eg. with a Movi, a Slider, or a Shoulder Rig
- Eye direct box, so you can look directly into the camera and can there see the interviewers face

3. How do you deal with mixed lighting situations?

- Daylight, Tungsten, Florescent

4. Last, ask yourself: Do I have rapport with and a good feeling about the filmmaker?

Questions or Need Help?

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