

Tips for Better Video



UNC GREENSBORO

Digital ACT Studio

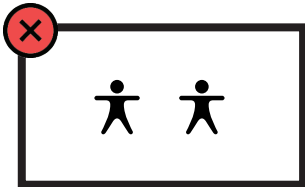
There are several simple changes you can make to greatly increase the quality of your video projects.

Intentionally Frame Your Shots

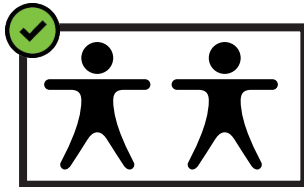


Frame

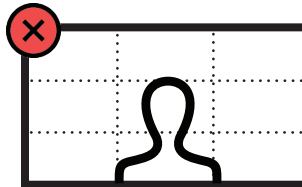
- Think critically about how you use the frame as a canvas, intentionally laying out elements like the subject and any other objects of focal interest.
- Tightly frame your shots by eliminating dead space around your subjects, unless you want everyone to feel very far away.
- Break out of just centering everything by using the Rule of Thirds: Divide the frame into thirds vertically and horizontally; move horizons or eye lines to the upper third; move the central axis of people to the left or right third.



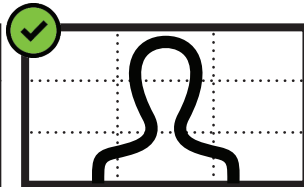
Loose Framing



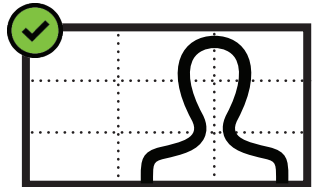
Tight Framing



Overly Centered



Eye Line Upper Third



Body Axis Right Third



Light

Find Bright, Even Light

- Find a place to shoot with bright, even light, and make sure to check the exposure of the scene on your camera or phone, ensuring no spots are too bright (overexposed) or too dark (underexposed).
- Look for shadows, especially across faces, which can occur from direct overhead lighting or from hard side lighting.
- Avoid standing directly in front of a bright window that has lots of light coming through it.



Sound

Minimize Background Noise

- Find a quiet place to film that's free from most environmental noise: traffic, wind, fans, computers, crowds, and background conversations.
- However, also avoid using a quiet place that has lots of echo.
- Try moving closer to any microphone you're using to ensure better separation between the voices you want to capture and background noise.
- Shoot a test shot and listen to it with headphones to hear recorded noise.