**Top Tips for Video Filming**

Here are some helpful top tips for filming that may be useful!

**Choosing a location:**Find a quiet location that is visually appealing and relevant background, ensuring good lighting and minimal distractions. Be mindful of things like reflections in windows / glass cabinets, air con noise or material that may be in shot that you wouldn’t want included.

If you have an YST programmatic/ branded material, add into the shot. i.e., banner in the background.

**Setting up the shot:**Set up your shot in landscape and frame it so that you are in the centre of the screen and your head and shoulders are clearly in view. If using a handheld device, please use a stand if possible to avoid shaky footage.

Frame yourself appropriately, ensuring you are well-lit and centred. Avoid distracting elements and sounds in the background. Look directly into the camera to relay your message.

**Use quality equipment:**

If available to you use a high-definition camera or smartphone for better video quality. Consider external microphones for clear audio.

**Recording your message:**Please record in HD quality if possible and send us the original file (we will edit for the final film). Use a tripod or stable surface to avoid shaky footage. Smooth transitions and steady shots will enhance the professional look of your video.

Once the device is set to record, allow for a couple of seconds pause before starting your message. Speak clearly and project your voice. It is worth conducting a test run to ensure the speaker has picked up your voice clearly.

Speak directly to the camera as though talking directly to another person. Craft and deliver an engaging and upbeat message, focusing on a steady pace and natural delivery. Maintain eye contact with the camera, speaking naturally and with enthusiasm. Avoid reading scripts directly; instead, convey your message. You could download the [Teleprompter](https://apps.apple.com/us/app/teleprompter/id941620509) app and add a script into there which will roll and record on a smart phone.

Once you have finished your message, again allow for a couple of seconds pause before you stop the device recording.

**Send back to us:**

Submit the original high-quality file for better post-production results, YST will edit the final footage.