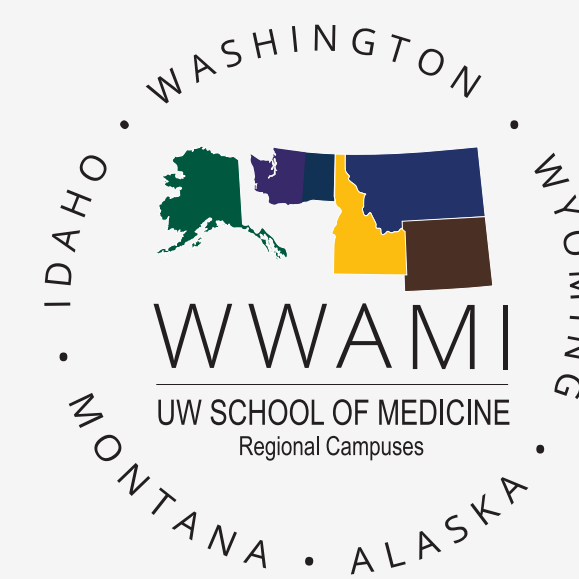


Video Best Practices



High-quality video translates into being trustworthy, credible, & authoritative. People today are used to watching high-quality videos on multiple devices & surveys have found that more than 85% of respondents said that they expect TV-like quality experience for videos they see on the internet.

Recording high-quality videos at home can be challenging so here are some of the best tips, tricks & industry advice for recording professional videos in a home environment.

LIGHTS!

- Use natural light whenever possible.
- Make sure your light source is head-on (or slightly to one side) & at eye level.
- Avoid having bright lights above or behind you.
- Avoid mixed sources of light—stick to either a lamp setup or a window slightly off to your side—not both.
- Avoid fluorescent lights.
- Adjust your screen brightness—monitors are light sources.

CAMERA!

- Use a good quality webcam at the highest quality setting possible (default settings are usually middle-range).
- Make sure the camera is head-on & at (or slightly above) eye level.
- Maintain eye contact—Shrink your video window & move it near your webcam, so you can look into the camera when speaking.
- Use an uncluttered, professional background.



DISTRACTIONS!

- Eliminate unwanted noise by finding a quiet location.
- Close doors & windows.
- Keep doors out of view.
- Let others know not to interrupt.
- Mute notifications.
- Use headphones.
- Unplug or power off nearby fans, appliances, or any other loud equipment.



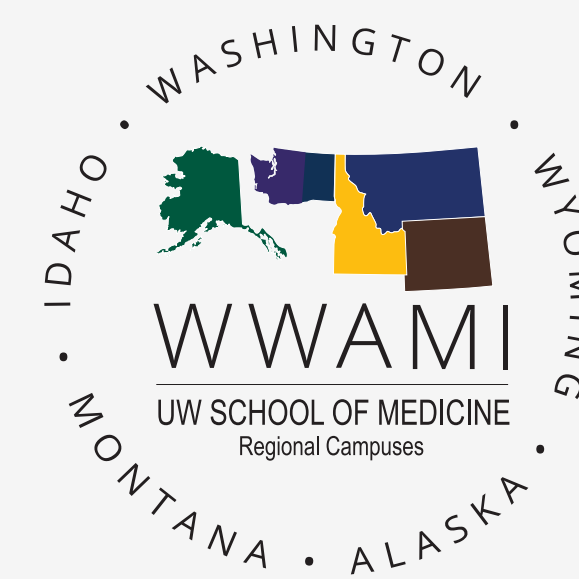
- Ensure you have good lighting.
- Adjust your screen brightness.
- Ensure you have an uncluttered background.
- Fabrics—rugs, wall tapestries—counter echo & look nice in the background.
- Avoid jewelry & other accessories that make noise when you move.
- Choose clothing with solid, bold colors.

Questions?

Please send inquiries to somalt@uw.edu

Select elements designed by ibrandify, eightonesix, Omelapics, Makyzz, vectorpocket, vectorpouch, upklyak, & others for Freepik. Additional elements designed by Vecteezy.

Audio Best Practices



Audio quality is just as important as image quality when producing a great video. Even the best video won't matter if viewers can't hear what's being said clearly.

Since 90% of the quality of your audio is directly related to the acoustics of your space, it is important to learn how to control the quality of your audio through microphone placement & noise control.

MICROPHONE PLACEMENT



✗ Bad ✓ Good ✓ Better

HEADSET MICROPHONE:

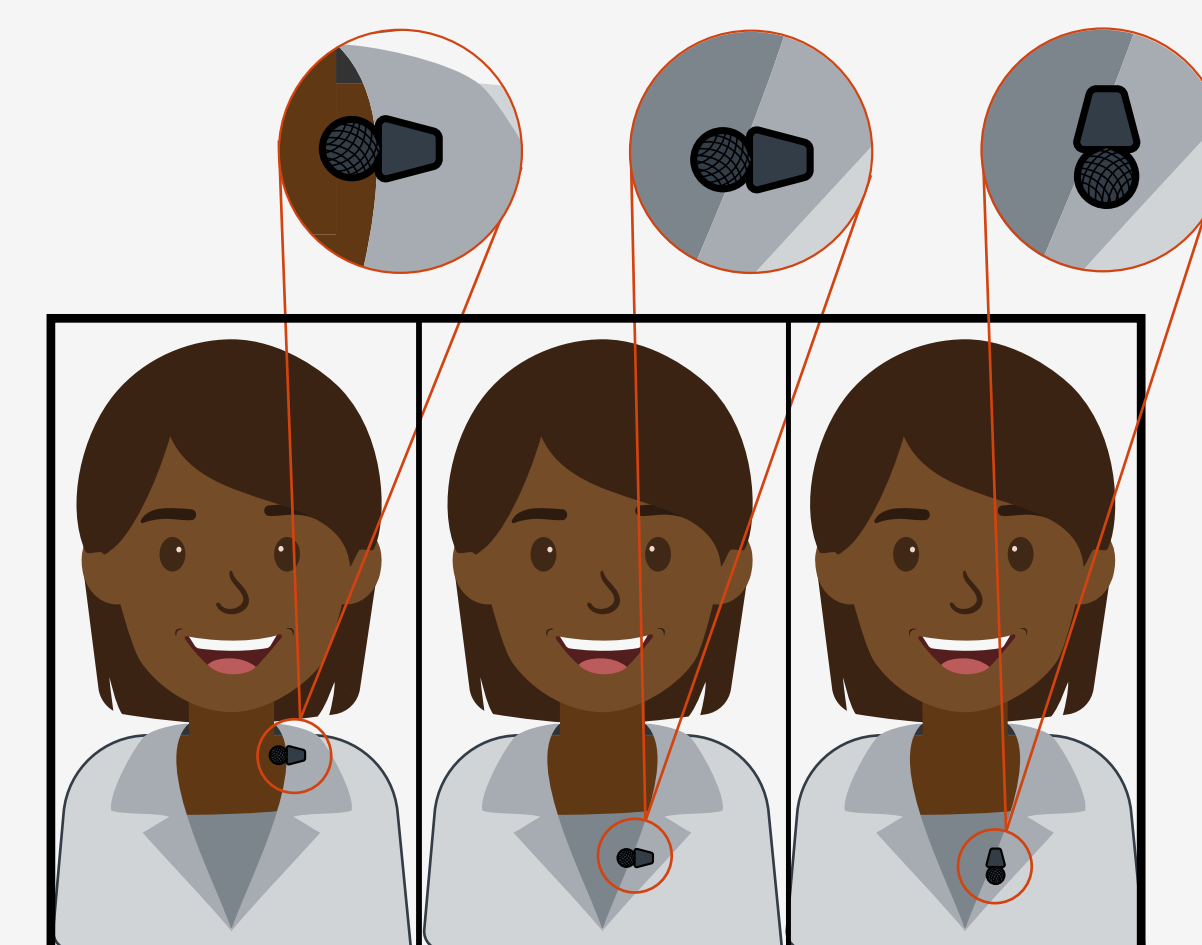
- Make sure the microphone isn't touching your face or lips.
- Aim it toward your nose, larynx, or chin. Not your mouth.



The popular Yeti microphone is a side-address microphone.

DESKTOP MICROPHONE:

- Make sure you know if the model you use is a top, end, or side-address microphone (check the manual).
- Set it to Cardioid Mode.
- Position yourself 4-8 inches away & aim it toward your larynx. Not your mouth.
- Place it on a separate surface from your keyboard to reduce keystrokes being recorded.

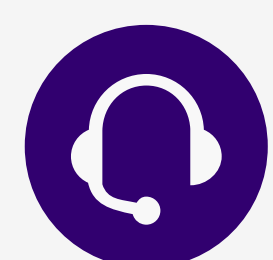


✗ Bad ✓ Good ✓ Better

LAVALIER MICROPHONE:

- Make sure the microphone is over the sternum.
- Mount it upside down in the clip to reduce plosives (puffs of air during T, P & B sounds).

MICROPHONE TIPS & TRICKS



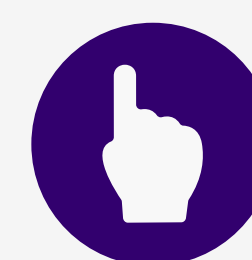
DO NOT GET TOO CLOSE OR TOO FAR AWAY FROM THE MICROPHONE WHILE RECORDING:

If you aren't sure about your results, do a few minutes of test recording & review it for audio quality; or submit it to us if you have any concerns.



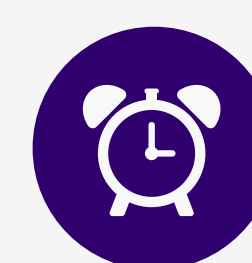
AVOID SPEAKING TOO SOFTLY OR TOO LOUDLY:

Maintain a normal, conversational tone... but still bring plenty of energy!



DO NOT TURN YOUR HEAD AWAY FROM OR TOUCH THE MICROPHONE WHILE RECORDING:

Position your microphone before recording, verifying that it's not touching your face or clothing & will not be bumped constantly.



RUN A BRIEF TEST:

Sometimes settings or positions may change in your system. It's always a good idea to do a brief test clip before each recording session. Watch, listen, & then make any necessary adjustments.

Questions?

Please send inquiries to somalt@uw.edu