



Suggestions for Recording Videos

- **The quality of the image** decreases every time you zoom in so get close to your subject. Avoid using the zoom feature unless necessary. The digital zoom will result in loss of image resolution. Though magnified, the image has less quality than what you would get from a camera with an optical telephoto zoom. Instead of zooming, stay at the wide part of the lens and move your whole body closer to the subject. This will also make the image more stable.
- **The audio recorder** doesn't pick up sound from far distances so get close to your subject. Be as close to the person as possible for the camera microphone to sound good. This means you do not use the zoom on the camera but you hold the camera and stand close to the interviewee for the recording.
- **Adjust for environment's noise.** Make sure the sound around you is not distracting. In particular, try to stay away from or minimize your exposure to street noise or lots of talking. If you cannot get away from intrusive background sound, then make sure to include the source of noise in the shot
- **Be brief!** Keep video messages no longer than a minute. This makes for easier downloading and tighter bites. Cutting the clip off at the right time helps the editing process. Check out the suggested talking points.
- **Avoid unnecessary and fast pan shots.** Instead, stay with an image and let the action move through the scene you are taping. When panning a scene, hold the camera steady and move it very slowly.
- **Keep the subject in focus.** In all cases, keep the camera steady as much as possible and avoid jerky movements. Bracing your elbow with your non-shooting hand, or keeping your "shooting elbow" close to your body, can help steady the camera.
- **Avoid high-contrast scenes as much as possible.** Dark shadows will go black in the transfer, and shadows across someone's face will not transfer well. Try to put your interview subject in even light so their face is in an even light level throughout.
- **Avoid backgrounds behind the subject that are too bright or too dark,** since this will increase the image contrast and make the image hard to see on the Web.
- **If you are inside a building,** try to avoid bright walls and the fluorescent flicker of lights on the wall behind someone.
- **Remember your audience!** Try to temper the giggles, dress appropriately, and show genuine caring behind your message. Please avoid wearing revealing clothing like short skirts, sleeveless blouses, and low-cut tops.