

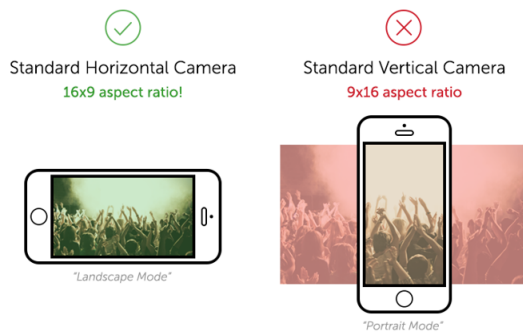
# VIDEO BASICS TIPS AND TRICKS

## How to make your social media videos look their best.

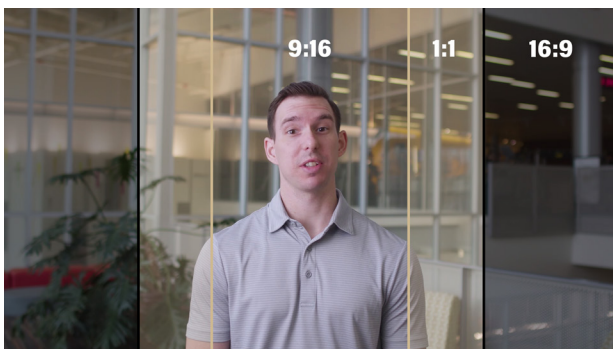
We want to help make your videos the best they can be. Here are some simple ideas to keep in mind when creating video on your own.

### How to hold your camera

We recommend holding your camera (phone or tablet) horizontally (Landscape 16x9) as opposed to vertically (Portrait 9x16).

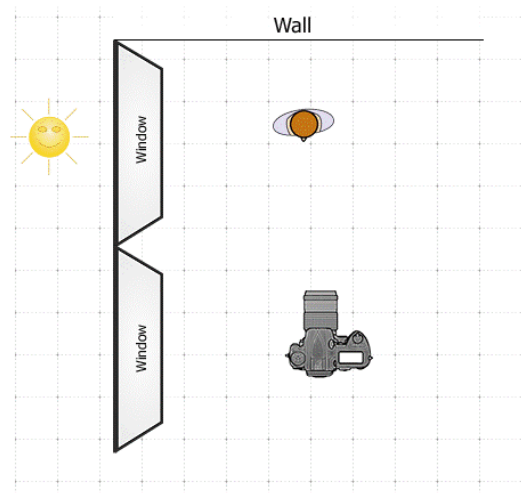


This will give you the most versatile image for all types of media. You can always crop a horizontal video down to other formats.

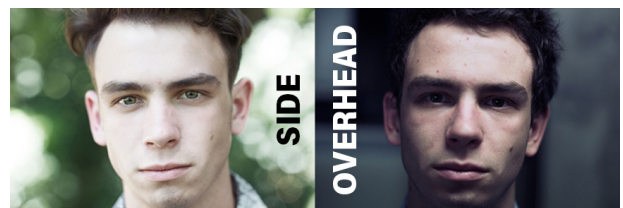


### Don't forget about lighting

Utilize natural lighting as much as possible. Any large window can be a great lighting source.



Try to avoid direct overhead lighting. It will give you very unflattering shadows.

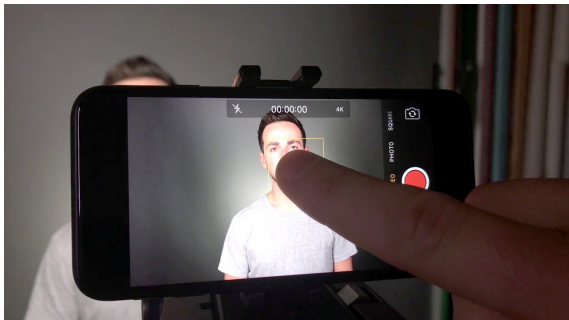


If you are recording outside, try to setup in the shade. Being in direct sunlight creates very harsh contrast and forces your subject to squint.



### Exposure Lock

When recording with your phone, keep in mind that you can push and hold on your subject and it will automatically adjust focus and exposure to where you touch on the screen. This technique works on both Apple and Android devices.



### Audio

Try your best to avoid recording in noisy spaces. Do your best to be mindful of your environment. Try not to record next to busy streets or loud equipment.

Speak loudly and clearly. This will help any built-in noise reduction that your device already has.

Also be mindful of where the microphone is on your device. If you accidentally cover the microphone while recording, it will degrade your audio quality.

### Review your work

Always review your clip before you upload. This will give you a chance to make sure the recording turned out as planned.

# ANY QUESTIONS?

**We are here to help. Feel free to contact us with any questions you might have. We are all in this together.**

## Brad Sommer

Creative Director | Hall of Music Productions

[bradsommer@purdue.edu](mailto:bradsommer@purdue.edu)

## Will Cabral

Producer/Director | Hall of Music Productions

[wcabral@purdue.edu](mailto:wcabral@purdue.edu)