

C2Local

How to Shoot Your Videos

Don't let production value get in the way of your message

- Lighting and sound are the two most important details
 - Use natural lighting if possible and avoid harsh shadows
 - Use a microphone if you're going to be any distance from your phone
- Pay attention to distracting background noise
- Clean your lens before you start filming
- Pay attention to items in the background (ESPN)
- Do not handhold. Use a tripod
- Frame your video image correctly. Use the rule of thirds
- Use the front facing camera if you're filming yourself
- Shoot in landscape mode
- Keep shooting through the mess ups
- Watch the video before you publish it online

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