



Video Shooting Guide

Use your smartphone, a tripod and these tips to create professional-looking videos. Whether you're recording a welcome video, hosting a webinar, making an announcement or streaming a live event, following these tips should help improve your overall video quality.

1. Camera

Modern smartphones have excellent video cameras, and most people already have one in their pocket. As long as your phone is no more than a few years old, it should be more than sufficient to record quality video. Use your phone along with an affordable tripod for your next video.

2. Video settings

Whether you have an iPhone® or an Android phone, it's important to make sure that you record in a format that's compatible with all video-editing software. The exact settings vary from phone to phone, but follow these guides for best results.

HDR Video (High Efficiency):

Turn this setting off. If you have an iPhone, it's likely enabled by default. This setting should be found under the video section in your camera settings. If you have an Android, it's possible that this setting is on, depending on the format you're using to record.

Resolution:

Please record at 4k. If your phone doesn't go that high, then record at 1080p at the very minimum. Please don't go below that.

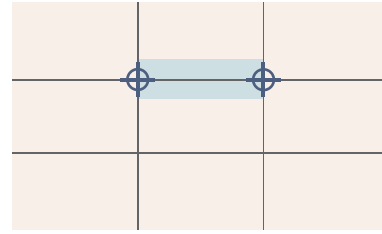
Frames Per Second (FPS):

Please use 30 FPS. Your phone may be capable of recording at 60 FPS, which will create very smooth video. But we will not be doing our video at that framerate, so you'll be wasting a lot of storage and bandwidth. In addition, Instagram and Facebook don't allow FPS of higher than 30.

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3. Framing

The easiest way to accomplish great framing is to apply the rule of thirds, a technique where you divide the frame into thirds both horizontally and vertically. When recording faces, try to keep their eyes somewhere in the blue zone. If they are off-centre, the crosshairs should point it right between their eyes.



Off-centred

It's okay to be off-centre as long as you fill the empty space with a logo or a nice background.



Centred

If you're going to be perfectly centred, keep the eyes on the top third line.



Too off-centred

The subject is too close to the side of the frame. This should rarely (if ever) be used.



Too low

The subject is too centred, leaving the head too low in the frame. Focus on the eyes, not the face.



Too close

Zoomed in too closely, leaving the head outside of the frame.



Too far

The subject is too far away, leaving the head too centred and small.

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4. Lighting

This is one of the most important parts of video recording. Avoid bright lights such as open windows as they can flood the room with very intense light. If you're recording on a computer, remember that your monitor is also a source of light. Computer monitors tend to cast a blue light that isn't very flattering. If you're going to film outside, it's best to do it on a shady day or stand directly in the shade to avoid squinting.



Indoors, both indirect and direct lighting
Indirect ambient lighting should illuminate the room while a "key" light from the side provides subtle shadows on the face and neck.



Outdoors, indirect sunlight
Indirect sunlight (particularly on cloudy days) provides good lighting without needing sunglasses or drowning out the image in bright light.



Backlighting too bright, face too dark
The overhead lighting and the window are much brighter than the subject, leaving him too dark. Try to avoid bright lights appearing on-screen.



Monitor glow, creepy lighting
The main lighting source of his face is the computer monitor, and the only other lighting is far behind him, which makes him look super creepy.



Face poorly lit
This shot is both underexposed and too dark, which is why you can barely see his face even though there's a bright light above his head.



Monitor glare in glasses
There's a lot of good lighting in this room (from the left and right), but you can't see his eyes due to the glare.

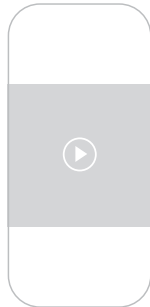
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5. Vertical or horizontal

Think about your phone placement: If your content is going on your Instagram story or reel video, keep it vertical. If it's going on YouTube or Zoom, make it horizontal. If it's going on several platforms, film your assets with plenty of room for cropping.



16:9
Landscape
YouTube



1:1
Square
IG & FB
posts



4:5
Vertical
IG & FB
posts



2:3
Vertical
FB



9:16
Full Vertical
IG story

6. Camera angle

The angle of our cameras is usually limited by the hardware we're using, such as a laptop webcam or a smartphone.

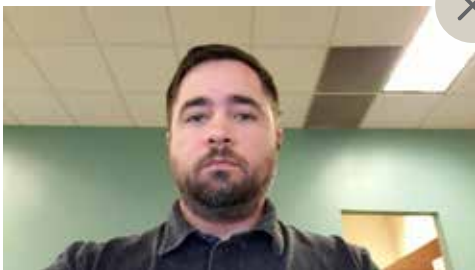
If you're using a laptop, try to set it up so the camera is even with or slightly above your natural eye line.

If you're using a smartphone, use a tripod to keep it even with your eyes.



Even with eyeline

With the camera even with your eyes, it will look very natural.



Too low

When the camera angle is too low, it's generally unflattering.



Too high

The selfie angle can be flattering but might look less professional.

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7. Framing multiple subjects

When recording two people, make sure that both are framed equally. You can sit or stand, but sitting is preferable because it's more comfortable and natural.



Both people are equally represented
Both people are clearly in the frame and take up the majority of the image.



Sitting close together
Sitting on a couch together is a nice touch because it provides closeness and encourages intimacy.



Off-centre and partially out of frame
Even though they tried to get three people into the shot, it looks awkward and it's hard to see the people doing the interview.



Too far apart and out of the frame
Both men are cropped and partially out of frame, and they're visually too far apart from one another.



Vertical format
If your content is going on your Instagram story or reel video, keep it vertical.



Placing Text on your video
Follow these guidelines if you are adding text to your videos/reels

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8. Background

The background should never distract from the person on camera. Try to make the focus shallow so the background is blurry. If you can't control the focus, try to remove things that clutter the view. And whenever possible, try to use a simple backdrop like a blank wall, a clean room or other indistinct spaces.



Off-centred and on-point

The background is out of focus and has limited decorations, so it adds style without distracting.



Unfocused and indistinct

There's a lot going on in the background, but it's relevant to the video topic and has a shallow focus.



Cluttered and boring

The room is distracting and uninteresting, which contrasts greatly with the professional on camera.



Flat and busy

There is no focal depth and there's a lot behind the subject, which is very distracting and unnecessary.

9. Please comment responsibly

Planning on posting a video about a Norwex product or your experience as a Norwex Consultant? Please keep in mind that there are some things you can't say, such as:

- Income claims
- Rewards earned
- Time savings and/or flexibility of schedule
- Health claims (especially claims that Norwex can treat or cure any condition or disease)
- Product claims beyond what's listed in Norwex marketing materials
- Reference to competitors by name