

Filming guide for SMA My Way life hack videos

2021

Tips for filming 'Life Hacks'

This document will give you some tips to film your life hack



Step 1: How to set up your camera

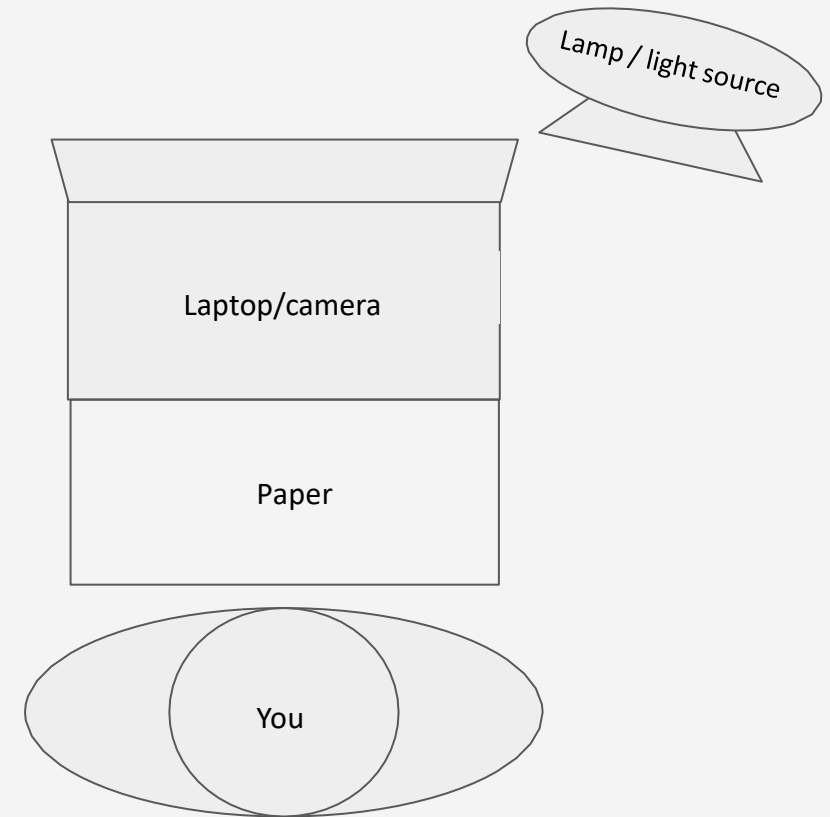
On a laptop

1. Raise the laptop up by putting it on a stand (or books if you don't have one), so you are looking slightly up towards the camera
2. Point a lamp from behind the laptop and to one side (your best side!). You can also position yourself near a window (but not in front of it) so the light from the window is lighting you
3. Put a piece of paper on the desk in front of the laptop. This will bounce light up into your face for more flattering lighting
4. Use some neutral powder to reduce shine, if you have it

On a smartphone

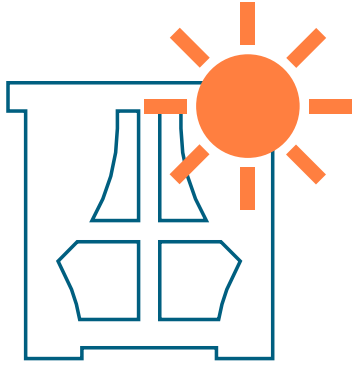
1. Artificial lighting from above / in front is highly recommended
2. If using a mobile device to record, rest it on something stationary
Avoid holding it in your hand as this causes a persistent shake
3. Use a microphone if possible

Run a 30 second test and re-watch to ensure you are happy with lighting, picture quality and sound

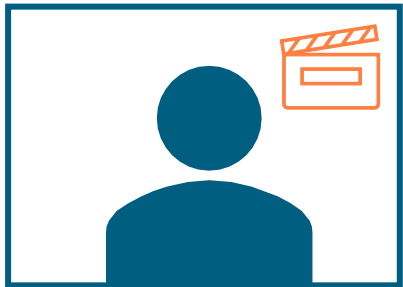


Watch out for...

1. Windows or strong light sources behind you



2. Try to make sure you are nicely framed in the shot



Audio



- Best way to get good sound... is to be somewhere quiet
 - Watch out for: Phones, planes, cars, busy corridors, large open spaces, air conditioning...
- Keep a consistent distance from microphone (Phone or Laptop)
- Speak clearly and confidently
- Listen back to make sure you've got it!



**Great sound quality
can save bad
footage, but great
footage will never
save bad sound**



We look forward to
seeing your videos!

Thank you