

Remote Video & Photo Production Tip Sheet

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**Top Tips**

* If recording horizontally, all video must be recorded horizontally. Same for vertical video. Don’t switch between formats.
* Unless you’re capturing for Instagram or TikTok, record horizontal video.

**Interviews, Takes and Subjects**

* Talk with interviewee prior to production process.
* Ask yourself is your subject talking directly to viewers or being interviewed?
* This will determine if your subject will look directly at the camera or slightly just off camera.
* If talking directly to viewers, look at the camera. If it’s an interview, look just off camera.
* Be prepared to do multiple takes.
* Take at least a 15 to 30 seconds breath in between takes. Don’t delete bad takes.
* Remember: The more the subject records a line, the better and more comfortable they get.
* Composing the subject is important. [Use the rule of thirds.](https://digital-photography-school.com/rule-of-thirds/)
* Be aware of the background of your subject. Avoid clutter.

**Equipment/Tool Selection & Reminders**

* Use highest quality device available (iPhone, DSLR, camcorder)
* Make sure a mobile device has available space for recording.
* If using a mobile device, make sure it is in airplane mode to avoid interruptions.
* Avoid iPads, tablets and webcams, as they tend to be lower in quality.
* Use personal devices vs. corporate devices, as they tend to limit ease of file transfer.
* If using a mobile phone, use a back-facing camera if possible.
* Clean lens of device with a soft cloth (not your shirt).
* If using a front-facing camera, look at the lens and not yourself on the screen.
* Use a tripod, small or large, to hold a recording device.
* You can have someone help you hold the device, but they can get tired and cause shaky video if your video is long.

**B-Roll**

* Think about B-roll for any interview. This can greatly enhance visual storytelling.
* B-roll can be short clips of whatever the subject is talking about at that moment in the video. These clips can be 5 to 15 seconds long.
* What video or photos can you edit over the subject talking that you can cover any jump cuts/edits or any awkward moments in an interview?

**Sound and Lighting**

* Use a quiet room with as little background noise as possible.
* Air conditioners, fans, pets, kids, dead batteries in smoke detectors are big noise culprits.
* When you complete a recording of a clip, play it back to check for any audio disruptions.
* Use a room with a lot of natural light.
* Face any windows if possible. Let the natural light be the light for your subject.
* Don’t put your back to any windows or light sources, as they will cause silhouetting.