

Tip Sheet: Capturing Video

How to Film

- Bad audio can ruin great content. To get the best audio possible:
 - Pull your interviewee away from noisy spaces
 - Stand as close as possible to the interviewee to ensure you're picking up audio. We suggest pulling the interviewee into a quiet room and closing the door to ensure good audio.
- When capturing your footage, make sure your phone is stable. If possible, use a tripod or set on something sturdy rather than holding it (desk/table/etc.).
- Always shoot the video in landscape/horizontally.
- Start the interview by asking the interviewee to say and spell their first and last name, also ask for their title. This helps the video editors easily create a name graphic for the interviewee.
- Respond/talk in complete sentences. For example, if the question is “Why do you like working at CK & CO?” – the answer should begin with, “I like working at CK & CO because...”.
- If video is being recorded in an interview style, have the interviewee look just off camera, at the person asking the questions. If the video is recording a statement, on-camera subject can be looking directly at the camera.
- Think about the framing:
 - Set your shot at the beginning of the interview and try not to move it while the person is talking.
 - Leave room around the shot (head room) to be sure their head is not cut off during the interview.
 - Don't be afraid to get close (just not too close!)
 - Try not to sit interviewee in rotating chair – the less they move during the interview, the better.
- Lighting is Important:
 - If you're filming outside, it's best to do it early in the morning or just before sunset. Be sure the sun is at your back and is helping to light your subjects face. Be sure there aren't any shadows on the subject's face.
 - When you film inside, make sure the area is well lit.