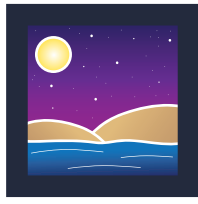


A Simple Guide to Creating Videos on a Budget



1. LOCATION



- » Find a place where the background noise and echo are minimal.
- » Look at your background. Is it too busy and distracting? Can you clean it up a little? Or maybe a different location would be better. If it's too cluttered, it is a distraction, but if it's too plain, people can become disengaged.
 - *Tip: You can use a bookshelf or two hanging pictures on the wall to help frame your body. This creates a focus area for people.*



2. LIGHTING



- » Cameras **NEED** light for the best image quality.
 - The bigger and softer the light source, the better. Here are some options:
 - Find a big window and have it at about a 45-degree angle from your face/body. This creates depth in your face.
 - Use a good lamp with good watt output. Place it at the same 45-degree angle and move it away so it is not too harsh on your face.
 - You can purchase an inexpensive lighting setup. There are many options for lights, ranging from under \$100 or up to \$1000.
 - *Tip: Try to avoid lighting that is behind you or directly above you. This will create bad shadows.*

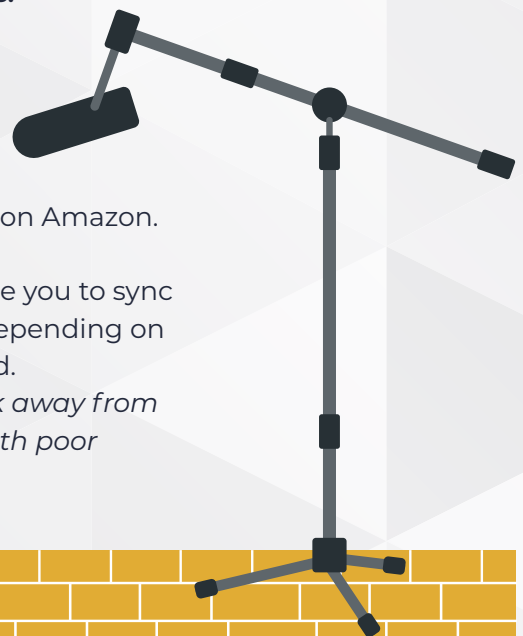
3. CAMERA SET UP

- » Place the camera so that the top of your head and your chest are in the frame. If you place it too close people can feel overwhelmed or intimidated; too far and people can feel disconnected and possibly have a hard time hearing you.



4. AUDIO

- » Audio is one of the **MOST IMPORTANT** elements to focus on. Most computer microphones are not great. Here are some options:
 - An external webcam that has a good built-in mic.
 - Keep in mind the camera setup – if the mic is too far, then people can't hear well.
 - An external mic.
 - There are many simple USB "plug and play" microphones that are great quality. You can find them on Amazon.
 - An external audio recording.
 - You can record the audio separately, but this will require you to sync up the audio and video perfectly in post-production. Depending on the device, more equipment (and time) may be needed.
 - *Tip: Spend extra on the audio. Stats show that people click away from videos with poor audio significantly sooner than videos with poor image quality.*



At the end of the day, you don't need expensive gear to record a good-quality video. You may be able to use what you already have and be intentional with how you set things up. Your content is what matters most. Bad content with expensive gear is good-looking bad content, but good content with inexpensive gear is still good content!

