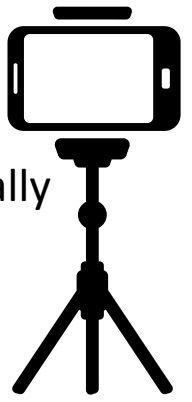
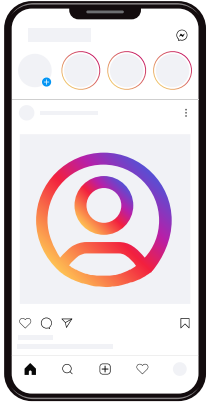


AMWA SELF-RECORDING VIDEO TIPS



Choosing Your Camera: Use your mobile device for recording; it typically has better video and audio quality than a webcam.



Here are Key Tips:

- Orientation: Shoot vertical on your iPhone.
- Stability: Use a tripod or a stable surface (like a stack of books) to avoid shaky footage.
- Storage: Check storage space and coordinate with your producer on how to send the video.

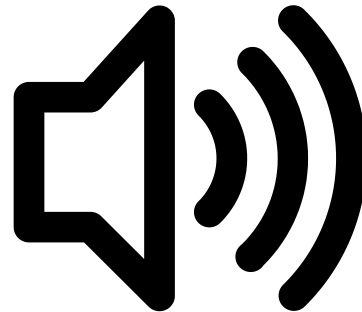
Composition Tips: Good composition enhances your video

- Eye Level: Position the camera so your eyes are at or near eye level to avoid unflattering angles.
- Background: Choose a clean, distraction-free background. Aim the camera into a corner for depth.
- Clean Lens: Wipe the camera lens with a microfiber cloth to ensure clarity.



Lighting Tips: Lighting impacts video quality significantly:

- Natural Light: Use window light positioned directly in front or at a 45-degree angle for soft shadows.
- Avoid Overhead Lights: Don't film directly under overhead lights to prevent unflattering shadows.
- Control Environment: If filming at night, use soft lights to illuminate your face without harsh shadows.
- AVOID windows behind your camera/computer: Window light behind your camera will automatically prompt the camera to adjust the exposure create an unwanted big white blob in frame.

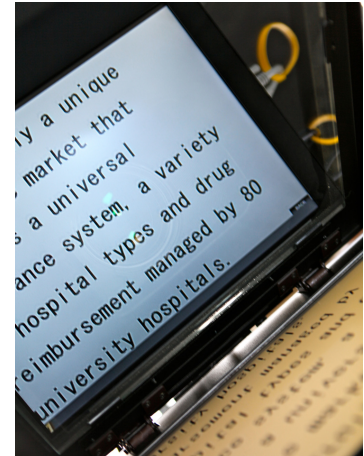


Audio Tips: Clear audio is crucial

- Minimize Noise: Choose a quiet room with soft surfaces to reduce echo. Avoid recording near noisy environments.
- Check Settings: Test your device's audio settings to ensure proper levels and clarity.
- Avoid Bluetooth: Use the built-in mic or an external mic (like a lavalier) for best results; avoid Bluetooth devices due to potential latency.

Presentation Tips: Enhance your on-camera presence:

- **Outfit Choice:** Wear solid colors without busy patterns for a polished look.
- **Script Use:** Use a teleprompter app or a large Word document placed near the camera to maintain eye contact while reading.
- **Engaging Content:** Include varied shots or visuals to keep the audience engaged, like demonstrating products or sharing relevant props.



Final Touches

- **Duration:** Aim for a concise video, ideally between 15-30 seconds, to keep viewers engaged.
- **Call to Action:** End with a clear call to action, guiding viewers on what to do next (e.g., visit a website, follow on social media).
- **Authenticity:** Encourage genuine expression—be yourself and share personal experiences to resonate with the audience.
- **Multiple Takes:** Record multiple takes to choose the best version during editing.
- **Editing Software:** Consider using simple editing tools (like iMovie or Adobe Spark) for adding text, music, or trimming footage.
- **Testing:** Do a quick test recording to check video and audio quality before the final shoot.
- **Breathe:** Take a moment to relax before you start recording to help with delivery.

