



PHYSICIANS MEDICAL FORUM

"The ultimate reason to become a medical doctor is to help people. PMF is in this business"

DOCTORS ON BOARD® PROGRAM AND COMMUNITY HEALTH INTERNSHIP 2021 VIRTUAL PROGRAMS

10 Tips for Quality Videos

1. USE PLENTY OF LIGHT

- Use enough properly-placed light
- If you're filming in natural light, do your best to get your footage in the morning or evening, when the light is softer
- If filming middle of the day, try to do so on a cloudy day, or find a shady area for softer light
- If filming indoors, one thing to avoid is overhead lighting – it can cast unflattering shadows on your subjects' faces. Windows are a good natural light source.

2. USE A CLEAN BACKGROUND

- Be deliberate about the background you use for filming
- One easy way to get a professional look for your video is to use a solid-colored background. A wall, a bedsheet, or a large sheet of backdrop paper are all good options.
- It's also a good idea to shoot a video in a "professional" environment: the place where you actually work or spend time.
- Be careful not to film with a window or another reflective surface in the background of your shot.

3. CHOOSE A GOOD VIDEO EDITING PROGRAM

- Here are the key features to pay attention to when choosing a video editor:
 - The ability to add text to video
 - The ability to trim and crop videos
 - Scene transitions

4. KEEP YOUR EDITING SIMPLE

- Trying out different effects can be fun during the video editing process, but don't go too crazy. A simple, clean editing style generally looks most professional.
 - A few things you should be sure to do during the editing stage include:
 - Using noise cancelling to clean up any background noise.
 - Adjusting the lighting a little if you need to.
 - Cutting out awkward pauses and silences.
 - Adding background music and transitions.
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5. PRIORITIZE CRISP, CLEAR AUDIO.

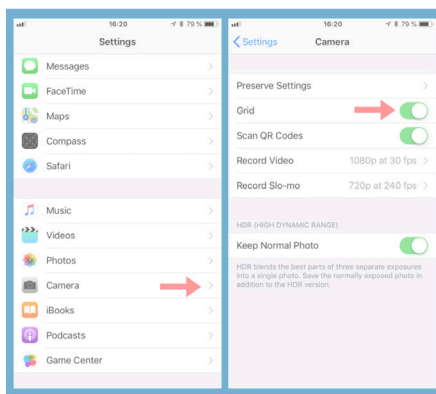
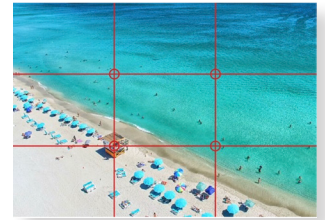
- Capture clear audio by putting your microphone as close to the subject as possible.
- Be aware of any background noise that your microphone might be picking up, too.

6. AVOID SHAKY FOOTAGE

- It's hard to hold a camera completely steady, so try not to hold your camera at all if you can help it
- If possible, use a tripod, or set your camera on a sturdy surface.

7. UNDERSTAND THE RULE OF THIRDS

- Imagine that there's a 3-by-3 grid laid over the field you're filming – the points where the lines intersect are particularly strong areas of focus, so situate important elements of the video there, if you can. See image to the right for reference.



8. USE YOUR PHONE THE RIGHT WAY

- No DSLR camera? No problem. There are a few things in mind if you're going to use your phone for video creation.

- Use the camera on the back of your phone. The front camera's quality is not as good on most phones.

- Record in landscape mode (that is, horizontally instead of vertically). This will give you footage that looks good on larger devices, not just phone screens.

- If your phone has a feature that allows you to overlay a grid on your screen, use it. This will help you keep your phone level and avoid tilted footage. If you have an iPhone, you can turn on the grid by going to Settings > Photos & Camera > Grid. See image below for reference.

9. WORK ON YOUR CAMERA PRESENCE

- Appearing nervous, fidgety, or uncomfortable on camera will distract viewers from your message.
 - Here are a few of the main things to focus on when you film yourself.
 - Use calm, open body language. Stand up straight. Keep your shoulders back and your muscles relaxed. Take deep breaths. Don't cross your arms, since this makes you look closed-off.
 - Smile, especially at the beginning of your video. It makes a huge difference in how friendly you seem.
 - Slow down slightly when you talk and make an effort to enunciate clearly. Speak from your diaphragm rather than your throat.
 - If you feel jittery, try using props to keep your hands occupied. Writing on a whiteboard, for instance, can give you something to focus on besides the camera.
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- Practice, practice, practice. Watch footage of yourself and identify the areas where you could improve. Then make a conscious effort to work on those things.

10. PLAN YOUR VIDEOS IN ADVANCE

- By taking the time to plan your video thoroughly before you start production, you can ensure that the quality of your actual content is just as good as the quality of your footage.
- Every time you make a video, start by defining its purpose. Ask yourself what you want to achieve or communicate by making this video.
- Define your target audience. How will you make your video speak to these viewers in particular?
- Once you've defined your video's goals, write a script and/or create a storyboard. Don't be afraid to revise – rearrange, rewrite, and delete sections that don't work before filming.

For more information, see:

<https://wave.video/blog/12-simple-tips-for-making-your-videos-look-more-professional/>
