**A guide to recording short video clips**

There are so many different devices now that we can record short videos on - mobile phones, ipad’s tablets, laptops and more.

They all have their pros and cons to them, but you pick the device which works the best for you.

Here’s our top 10 tips which can help you to create a short video clip.

1. **Location**

If possible, be somewhere relevant to what you are talking about, this can be inside or outside.

1. **Background**

Think about what people can see in the background. Is there clutter? Is there anything to distract the viewer? Keep it simple. Make sure you haven’t got a plant growing out of your head.

This also applies to noises too. Film in a quiet place as traffic, wind, your telly or people talking can distract the viewer from what you are saying.

1. **Framing**

Recording in landscape is easier for editing and also fits on social media. Please avoid using the zoom function on the camera, you can either move yourself closer to or further away from the camera.

1. **Look at the camera**

It’s important that you look at the camera – remember if you are recording in selfie mode please look at the camera and not at the screen. Looking at the camera will allow your audience to engage with you. If someone is filming you, the rear camera gives a better picture.

1. **Lighting**

Be in a well-lit room or with plenty of daylight outside. Avoid shadows though and do not use a light directly behind you or over your head.

1. **Keep it still**

Where possible place your device on a stable surface, this can be a table, a window sill or a stand. If you are holding it in selfie mode then do not move during the recording.

1. **Know what you want to say**

Have it clear in your mind what you’d like to say. This can be rehearsed, try to learn it as much as possible.

1. **Editing**

For ease of editing please leave the device recording for at least 3 seconds before you start to talk, this provides a clear still image which makes editing easier. Please also do the same at the end. Natural pauses also help in between themes.

1. **Erms….**

Erms are natural in speech and are fine in recordings.

1. **Re-record**

Once you’ve made your recording listen and watch is back. If you are not engaged, if you are distracted by any backgrounds or noise, then please re-record.

Once you are happy with your recording there are a number of different programs you can use to send your files.

Try:

[www.wetransfer.com](http://www.wetransfer.com) there is also an app available to use from a mobile device.

[www.dropbox.com](http://www.dropbox.com)

Finally, and most important is practice makes perfect. Don’t be afraid to make mistakes, it’s how we learn.