

AICHE® BEST PRACTICES RECORDING YOURSELF ON VIDEO

CHOOSING YOUR IDEAL SHOOTING LOCATION

- ▶ Find a location that is well-lit with natural sunlight or plenty of indoor lighting
- ▶ Choose a quiet location with little background noise
- ▶ Avoid spaces with lots of echo
- ▶ Turn off air conditioners and heaters to avoid fan noise
- ▶ Provide a seat for yourself that is stationary and quiet (no chairs with wheels/swivels, overstuffed cushions, or squeaky screws)

SETTING UP YOUR PHONE / CAMERA

- ▶ Set your laptop, phone, or camera on a tripod or steady surface (please do not hold your camera while shooting to avoid shaky footage)
- ▶ Shoot horizontally (use landscape mode and avoid portrait mode)
- ▶ Position camera at eye level (if you can, avoid angles where the camera lens is looking up or down on you)
- ▶ Be sure to keep the camera as still as possible. Use a mount if possible
- ▶ Avoid using logos, images or music you don't have the rights to use
- ▶ Choose a non-distracting background (avoid windows, showing other people, posters/signs that can be read etc)

LIGHTING

- ▶ Shoot in daylight if possible
- ▶ Position yourself so windows or your main light sources are facing you, not behind you.
- ▶ Avoid overhead lights
- ▶ When shooting indoors, consider using a ring light that clips to your computer/phone to help light your face

CAMERA PRESENCE

- ▶ Look at the camera at all times
- ▶ Keep your hand movements to a minimum
- ▶ Stand/sit up straight
- ▶ Keep your hands to your side or gently folded in front of you (no crossed arms)
- ▶ Keep your shoulders relaxed
- ▶ Smile, especially at the beginning and the end of each response

For additional information please contact design@aiiche.org

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ANSWERING QUESTIONS

- ▶ When answering question prompts, please rephrase the question at the beginning of your response instead of jumping right into your answer
- ▶ Start and end your answers with a second of silence, looking straight into the camera
- ▶ Start and end your answers definitively (Avoid starting every sentence with “so’s” and “um’s” and ending with upward intonations, like you would when asking a question)
- ▶ Start your answer again if a noise interrupts your answer

CLOTHING AND ACCESSORIES TO AVOID

- ▶ Clothing with colors that blend in with your background
- ▶ Patterns (stripes, plaids, polka dots)
- ▶ Shiny fabrics or jewelry
- ▶ Visible labels, logos, text, images
- ▶ Wrinkled clothes
- ▶ All white or all black clothing
- ▶ Noisy accessories that could interfere with your audio
- ▶ Be mindful of reflections if you wear eyeglasses

A FEW OTHER HELPFUL HINTS

- ▶ If you can, ask a friend/family member to assist you while you record
- ▶ Do a short recording test to make sure you can see and hear yourself clearly
- ▶ Have water handy for clearing your throat

TECH SPECS

- ▶ Check your video camera settings to make sure you are shooting one of three formats: 1080p at 30fps, 1080p at 60fps, or 1080p at 24fps. 720p and 4k
- ▶ On Android phones, the settings are usually in the main camera app behind the gear settings wheel
- ▶ On iPhones, the camera settings are in the main settings icon in the photos and camera section
- ▶ If you are unsure, no worries, your camera’s default setting should generally be ok

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