

Tips for video production from home

1. Record in a well-lit room.

Film in a well-lit area or room. Make sure you look at the room through your camera lens and then test shoot a few times. Always play it back so you can see how the lighting looks.

2. Keep your background simple.

Find a space that is clean and simple and does not have a lot of distraction in the background. A window off to the side (not directly behind you) will be fine.

4. Clean up the clutter.

Look around the space where you are filming and make sure it is clean and neat. Remove extra papers, tissues, clutter and other items that may look unprofessional.

5. Keep it steady.

Don't rely on your hands to shoot a steady video. The final product always will be shaky. Invest in an inexpensive tripod for your iPhone or iPad.(see below)

6. Shoot horizontal.

Shoot videos in horizontal, landscape layout. Horizontal is aesthetically more pleasing and professional looking.

7. Allow space for captions.

When shooting your video, be sure to leave some space at the bottom of the frame where captions will need to go. If signing, be sure your hands and arms are fully visible.

8. Film for sound.

Many rooms or spaces make the audio sound loud or echoey. If you are able to, test your sound. Keep the surrounding areas quiet during your shoot.

9. Don't be afraid to re-shoot.

Practice makes perfect. Shooting professional-looking videos is a process of trial and error. The more relaxed a person can be in front of the camera, the better the video.

10. Stay On Brand

Consult the RIT Brand Portal for lots of ideas and resources for your videos. Double-check that your video is consistent with RIT brand guidelines, both visually and in messaging. <https://www.rit.edu/marketing/brandportal/>

11. Make sure your video is fully accessible.

Videos produced for use on NTID websites and social media platforms must be fully accessible to all. This means your video should include accurate captions and a voiceover.

12. Additional Resources

[CLICK HERE](#) for examples of graphic video openers that you can use in your projects.

13. Questions?

We're here to offer advice to help you make your video-at-home project a success! Contact [Suzi Murad](#) and she will direct your questions to the right person.

Suggested inexpensive purchases

1. Tripod (for I-Phone), \$34.99
<https://www.target.com/p/joby-griptight-gorillapod-stand-pro-iphone-jb01469/-/A-80119683#lnk=sametab>
2. Wired microphones for laptop or desktop (mic input capability on computer), \$12.99
<https://www.target.com/p/professional-3-5mm-lavalier-lapel-microphone-omnidirectional-mic-with-metal-clip-for-recording-youtube-conference-call-cell-phone-pc-computer-insten/-/A-79852662#lnk=sametab>
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