Film with confidence.

A practical guide for better footage

01

Start with one message

Decide who the video is for, what it should say and what the viewer should do next. Write three talking points instead of memorising a full script.

02

Plan the frame

Choose vertical for Reels and Shorts, horizontal for a landscape delivery. Keep faces and key details away from edges and leave room for captions.

03

Use soft light

Face a window or place a soft light slightly to one side. Avoid a bright window behind you. Keep the light on your face consistent between takes.

04

Make speech clear

Choose a quiet room. Bring the microphone close without rubbing clothing. Record a short test and listen with headphones before filming the full take.

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05

Keep the camera steady

Clean the lens. Place the camera near eye level and use a tripod or stable support. Leave a little headroom and check the background for distractions.

06

Capture editing options

Pause briefly before and after speaking. Record a second take and a few related detail shots. Film actions from more than one distance without rushing the movement.

07

Review before you finish

Check focus on the eyes, skin exposure, background noise and any flickering lights. Watch the test at full size rather than relying only on a small camera preview.

08

Send the original files

Keep an untouched backup. Share original clips through a file link with download access, together with the intended platform, reference style and any required brand assets.