

HOW TO RECORD HOME VIDEOS

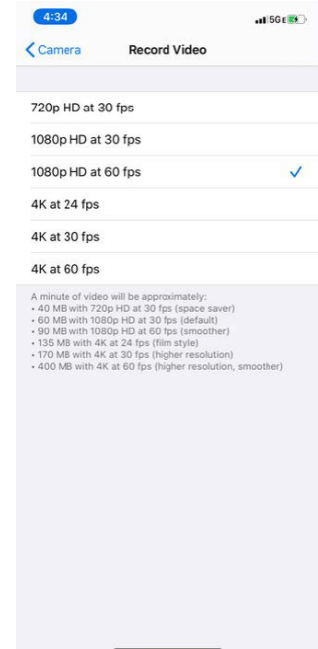
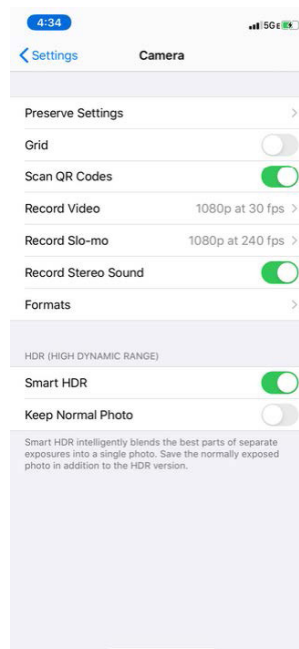
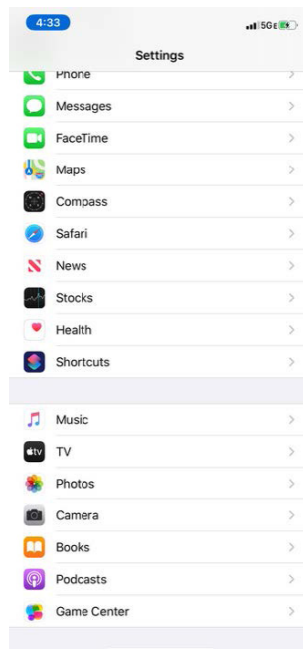
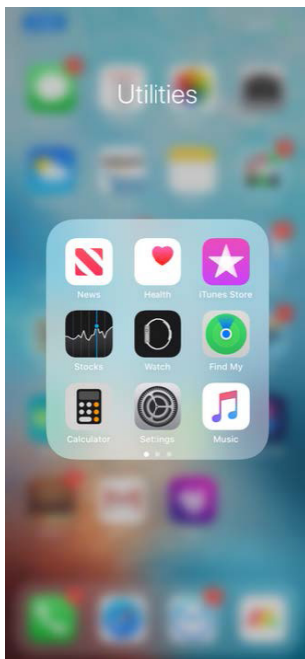
EQUIPMENT YOU NEED

- iPhone or computer (whichever device has the highest quality camera)
- We recommend using the newest iPhone that is available, as the video and audio quality will be the highest
- AirPods or small headphones, if possible
- Script (or talking points), provided by Helm Creative Studio Team

IPHONE/RECORDING SETTINGS

Please make sure your phone settings match those in the images below. Your iPhone may have other default settings, however with a few taps you can switch to these settings:

- Launch the settings app
- Scroll down and tap “camera”
- You’ll find a switch to turn on 1080p HD at 60 fps



HOW TO RECORD HOME VIDEOS CONT.

SET UP (LOCATION, AUDIO AND LIGHTING)

LOCATION:

- Be sure the area or location you are filming from is not from your bed or bathroom
- You can conduct your interview at your desk or somewhere with no distracting background (use a clean background if possible)
- We recommend avoiding backgrounds with: artwork, posters, large window letting in too much light, kitchen, logos, or anything that would be too busy and take attention away from you.

AUDIO:

- Make sure that there is limited to zero noise in your background
- Record a quick test video to make sure you can hear yourself
- Avoid noisy background sounds such as: air conditioner, refrigerator, kitchen, run-ning water, people talking, etc. If you hear these noises, we recommend relocating your filming area or turning them off if possible (i.e. pause the dishwasher, turn the air conditioner off for a few minutes while setting up and filming, etc)
- We recommend recording with Airpods or small headphones for the best quality audio. If using headphones with a cord, you can try to hide the cord for the cleanest look.

LIGHTING:

- There is no need to purchase specific lighting equipment to make your look 'Pro' (though this will ,of course, help) - simply avoid back-lighting yourself (e.g. a per-son standing against a window with the sun shining in).
- Position yourself so that the camera is closest to the window in which will capture the light shining on you (this does not have to be natural light)
- Make sure you have "uniform lighting" in your filming (i.e. your entire face should be lit the same, no "bright spots" from a harsh light or window, etc)

WAREDROBE:

- Avoid wearing anything busy or contrasting to the background.
- For a sample for how to set up, open URL below...
<https://vimeocom/414779269/595fd41314>

HOW TO RECORD HOME VIDEOS CONT.

PLACEMENT OF THE CAMERA/FRAMING (REFER TO PHOTOS/SAMPLES BELOW)

- Make sure that you like how you look in the video view
- Be sure that you can see the top half of your body
- Make sure that there is limited amount of head-room (the amount of space above your head, it should be more than two inches from the top of the screen to your head) and your eyes should be at 1/3 from the top
- Prop the phone up and rotate the phone into landscape to make sure the picture looks good (also known as horizontal mode)
- Note: DO NOT record vertically
- Note: If you are recording from a laptop, it defaults to horizontal mode
- Set the iPhone settings to the settings that match the images below.
- For a sample of good framing, click the link below...
 - <https://vimeo.com/414782798/2421fd16ae>

KNOW WHERE TO LOOK AND HOW TO SPEAK

- Look directly into the camera - Resist the urge to look at yourself (when looking at yourself, the camera does not capture your direct eye contact)
- When speaking, make sure to use voice inflection to convey your emotion.
- • When speaking, make sure to speak at a full, clear volume (you don't need to yell, but also make sure you are not whispering or mumbling).
- If you stumble in the middle of your sentence, pause and then start the sentence again.
- For a sample of how to record your audio, open URL below.
 - <https://vimeo.com/414794474/3509041d0c>

TO BEGIN FILMING

- Please make sure that the screen is recording
- Please make sure you are always looking into the camera (talk to the camera as if you would talk to a friend or a live audience)
- Please make sure you record 5-7 seconds of silence (while we see you on camera) before and after you say your lines, to allow room for our editors.

HOW TO DELIVER THE COMPLETED FILMING FILES TO OUR TEAM

- When you are finished filming, watch the video and make sure you are pleased with the files.
- Please upload the ORIGINAL/HIGHEST quality files to the Google Drive folder you were provided
- NOTE: We know the original/highest quality may take a little longer to upload, but will ensure a high quality production.

HOW TO UPLOAD VIDEOS/ PHOTOS TO GOOGLE DRIVE

UPLOADING A VIDEO / PHOTO TO GOOGLE DRIVE ON AN IPHONE OR ANDROID

- Make sure to download the Google Drive App
- Open up the app and log into the correct email drive account
- Click on the create new (+)plus button on bottom right side
- Select “Upload” and choose the video or photo you wish to add
- Once you have chosen your video(s) / photo(s) click UPLOAD on top right
- When the video(s) or photo(s) load completely , select and hold until the upload is highlighted blue (and has blue check mark next to upload)
- At the top right , you will select the file icon (this icon has a blue arrow on it)
- Here you can select where this upload will go (most likely the desired file will be shared, so click on “Shared with me” and select desired file for the upload-ed video or photo to home at)

UPLOADING A VIDEO / PHOTO TO GOOGLE DRIVE ON YOUR COMPUTER/ LAPTOP

- Go to your desired google drive account. Select email account, hit the “9 dot” icon on top right corner and select Drive
- Click the “New” plus button on top left hand side
- Select File Upload and add your desired video or photo
- When the upload is complete, right click on the upload and select “Move to”
- Locate the folder you wish to upload to