

# Top tips for making a fun and engaging video for any audience



**Keep it short:** The average Youtube clip is about 11 minutes in length, and this is the average length of the assembly material as written. Although in person we may be used to giving a longer form talk, when filming, the material needs to be much shorter in length and faster moving.

**Fast Moving:** Even if your video is short, its still important to keep it fast moving! That means changing backgrounds, changing content, adding jokes or visuals at least every two minutes. We have suggestions in our scripts of where and when to do this. Do whatever you can to “add interest” to your shots.

**Film in landscape:** Filming with a smart phone is just fine and you will get decent quality video and audio. But do not film in portrait, this automatically makes a video look amateur. Always film “long ways” in landscape.

**Don't “Selfie” a whole video:** Filming with a smart phone or camera in hand is okay for a scene or two, but don't do an entire video in “selfie-mode” (i.e. filming from your own hand). Again, it automatically makes your video look amateurish. Even if filming on a phone, find ways to mount your phone (such as on a music stand, on your laptop or with a book).

**Framing your shot:** Make sure you are the centre focus of your shot. Whether you are stationary or walking, make sure that you take up the majority of the picture and that not too much “background” is in focus, as this is distracting. Also, filming directly on, or at a slightly downward angle will look much better and more professional than filming from below (upward angle). No one wants to see up your nose! Are you unsure how your shot looks? Ask someone to have a look!

**Background** - Even if you are filming in a small garden or a messy room, remember that your audience will only see what's in shot, so you can frame it to look nice no matter where you are. Our assembly scripts are split into four scenes – why not try a slightly different background for each scene? If you sit on the same sofa for the whole video, that subconsciously registers as “boring” and you will automatically lose your audience's interest.

**Clear audio** – Speak loudly, slowly and clearly in all shots. If your camera or phone is too far away to get good, clear sound, re-frame your shot so you are closer. If you are outdoors, be sure that background noise is at a minimum.

**Good lighting** – Don't film in a half-lit setting. Your face must be clear – filming at a window or outdoors often ensures decent light, but don't hesitate to put a table or desk lamp near you to light your face.

**Bonus Tip: Co-Hosts** – Having more than one person in a video is always more fun. Why not invite someone to co-host with you? You could film outdoors together, or each film half of the scenes and edit them together.

**Bonus Tip Two: Get Help** – Ask for help. If you're finding it difficult to frame shots, remember lines or edit a video, ask a friend or family member for help (or get in touch with your local SU Regional Worker). There's a reason films and tv shows have crews of hundreds – filming can be tricky and time consuming. So ask for help!



## Got Questions?

### Get in Touch!

If you have any questions about how to do this, or need help, don't hesitate to get in touch with your local SU Regional Worker, We are here to support you!