

TIPS FOR GOOD VIDEO & AUDIO

When you are making a video or audio recording of yourself for CBI High Holiday services, here are some tips to get a good result. It will help to rehearse on-camera and check to see what looks and sounds best.

- 1) **Shoot “Landscape:”** If you are using your phone to record video, this means turning the phone sideways so you are shooting in the aspect ratio of a normal television or computer screen.

- 2) **Good Lighting:** Video likes light. So, indoors or out, be in a well-lit spot.
 - Pay attention to shadows on your face. You want the principal lighting to be in front of you, not behind you or all on one side. Move a lamp or turn around, if necessary.
 - Avoid having bright windows or the sun behind you. Even when windows have lightweight drapes covering them, windows behind you may throw your face into shadow.
 - It’s good to have multiple light sources on you, a window and a lamp or multiple fixtures on. Being outside in the shade can be good as long as you don’t have bright sunny areas behind you. What looks “normal” to your eye may not be the same thing a camera sees.

- 3) **Framing:** Place yourself nicely in the center of the frame of the picture. If you are too close to the camera, the wide-angle lens will be less attractive. If you are too far away we lose detail.

Try to have the camera at about eye level. Often when using a laptop, the camera seems to be looking up at you. Avoid this, if possible. Put the laptop on a small stack of books or a shelf, if necessary.

Center yourself in the frame. Make sure your face or torso is not badly cut off by the bottom of the frame. Look to minimize headroom on top of the frame.

- 4) **Color/Dress:** Please dress appropriately for High Holidays. Video likes color more than black or white or busy patterns.

- 5) **Background:** Pay attention to what is on camera other than you. Please avoid or remove any distracting signs or pictures or anything inappropriate. Be careful of mirrors, windows, or other reflecting surfaces that might show something unexpected in the picture. Be aware if the background looks too bright or too dark compared with you.

- 6) **Sound:** Choose a quiet place and time to record. Outside traffic, gardeners, construction, or even wind can cause distracting noise on the recording. Bells, ticking, pets, etc. might not be noticeable to you live but will be distracting on the recording.

Speak directly toward the microphone. Try to avoid turning your head while speaking, singing, or chanting. Phone and computer microphones tend to be directional, and sound can drop out when you turn your head.

Enjoy, and Thank you!