



# DIY FILMMAKING

HOW TO CAPTURE  
HIGH QUALITY VIDEO  
CONTENT AT HOME

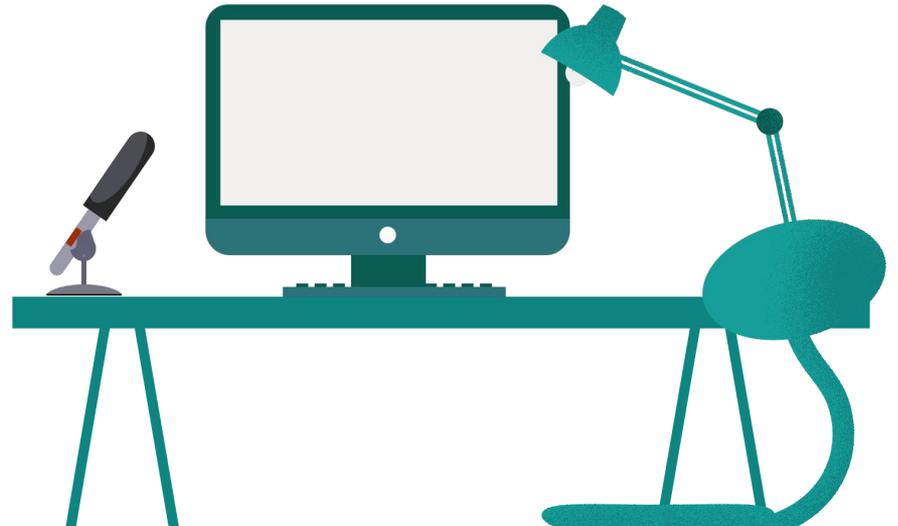
Filming your own content today couldn't be easier.

All you need is your message, a phone, and this handy guide to teach you how to get the best possible quality at home.

Take a look at our [DIY Video Guide](#) to see these tips in action.

# CONTENT

- Use the KISS principle: Keep It Short and Simple.
- The video will be shared on social media, where viewers like it short and snappy. The details of your nomination is supported in other ways so don't worry about cramming everything in.
- Answer the questions succinctly and keep your tone light and engaging. We're celebrating the ways in which your company is working towards a clean energy future, so be positive!



# PERFORMANCE

- For your nomination video, we need a single piece-to-camera with one person speaking. You are welcome to add in multiple speakers and supporting footage but it is not a requirement.
- The general rules of public speaking apply to film: don't slouch, speak clearly, and make sure to smile!
- Watch yourself back to see how you come across on camera - unless you're on screen regularly you might be surprised at how you come across.
- Avoid wearing bold distracting prints, or anything that makes you blend into the background (e.g. blue on blue).





# LIGHTS

Light makes all the difference in film and it is the easiest thing to get right - or wrong!

- Find a nice, bright space to film your message and make as much use of natural light as possible.
- Don't film in a dark room, as we won't be able to see you, or stand in front of a window, as the background will be all blown out.
- Ideally you want daylight shining on your face.
- If the only space you have available is a bit dark then you can switch on a desk lamp, or find an affordable ring light online. You might need to experiment a bit to avoid shadows on your face.

# CAMERA

With your phone, you have the ability to capture decent video without the need for fancy equipment. The key to quality is in the framing.

- Film in landscape mode (with the camera horizontal) as portrait leaves lots of dead space.
- Take time to find a nice backdrop that tells the story you want to tell (you don't want to share a professional video from your bedroom!) Try walking around on selfie mode, until you find a shot that you like.

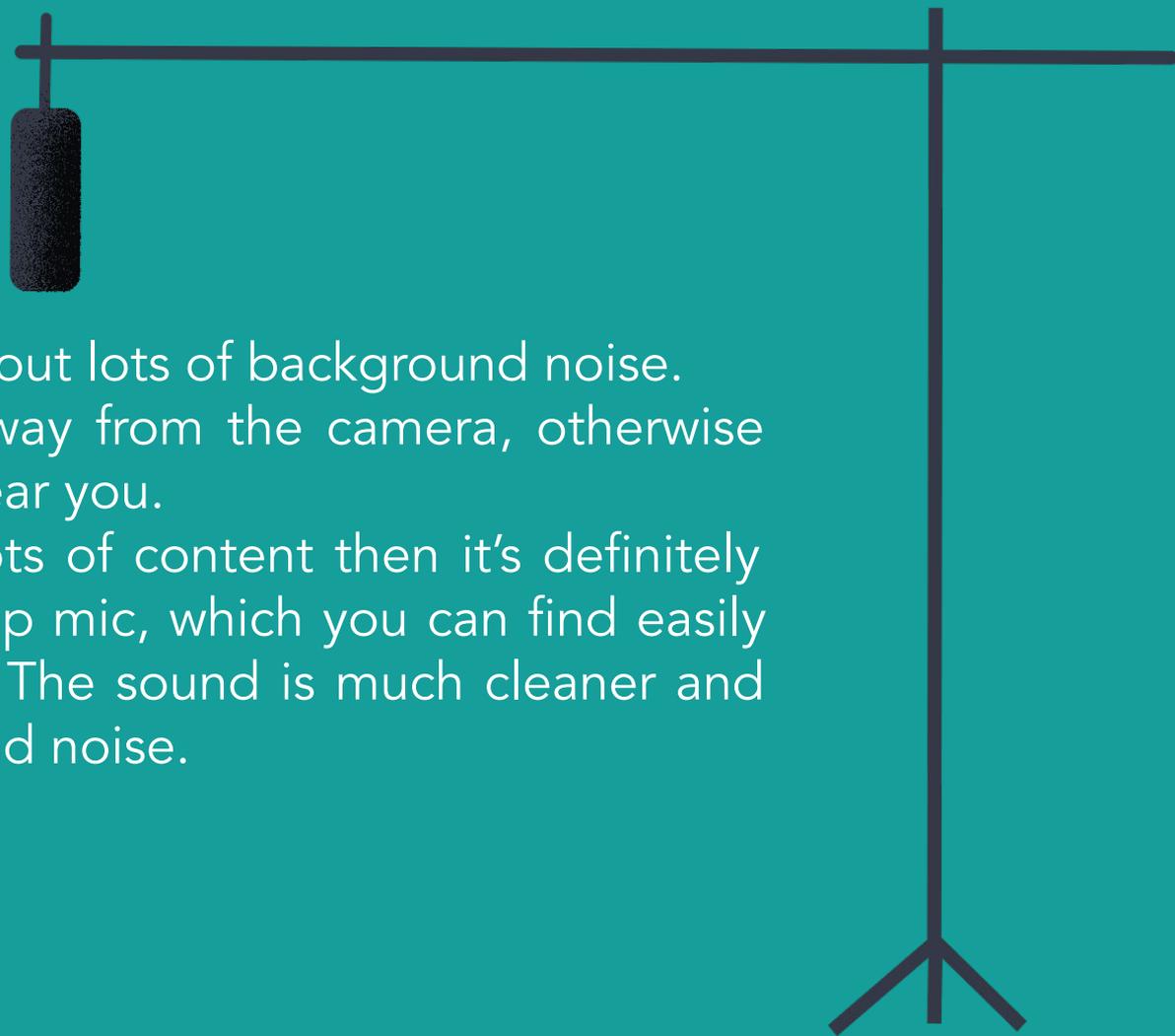


# CAMERA



- Don't look up, don't look down, place the camera at eye-level as it replicates eye contact with the viewer.
- To achieve this, try balancing your phone on some books or a table. Alternatively, there are cheap options for phone cradles or smartphone mounts for tripods online, these will give you a bit more freedom to position your camera.
- Don't put the camera too close or far away. Ideally, go for a mid shot (from the waist up) which allows for some hand movements but also means your expressions are clear.

# SOUND



- Use a quiet space without lots of background noise.
- Don't stand too far away from the camera, otherwise we won't be able to hear you.
- If you plan to make lots of content then it's definitely worth investing in a clip mic, which you can find easily and affordably online. The sound is much cleaner and reduces the background noise.

# EDITING

- Please deliver your video clean: without any subtitles, on-screen text, logos or other branding - we will add these for you!
- It's better to rehearse your message so you can deliver it all the way through, rather than relying on editing. If you are recording a single piece-to-camera without other angles or cutaways, any editing you do will result in jump-cuts, which can be jarring to watch.
- That said, you may want to trim out any dead time or false starts at the start or the end of your video. There are lots of free and easy-to-use software options for beginners for doing this on the computer (such as the in-built iMovie or Windows Movie Maker) or on your phone itself.



Want to outsource your video production?  
Feel free to get in touch with us for a  
quick quote: [info@chocolatefilms.com](mailto:info@chocolatefilms.com)

