eStudio Best Practices for Web Videos

Camera

• Always use a tripod to keep shots steady and do not overuse the zoom/pan features.

• Use a proper white balance: select daylight/outdoor or tungsten/indoor setting.
  ◊ For a custom setting, hold up a white sheet of paper, and adjust the white balance.
  ◊ White balance for every location!

• Frame presenter (or subject) with slightly zoomed-in lens.
  ◊ Zoom all the way out, and then zoom in slightly.

• Camera should be at eye level of presenter.

• Use auto-focus and auto-exposure on camera.

• Wear single-colored shirt, dress, or jacket.
  ◊ Neutral or warm colors work well.

• Shoot pre-roll and post-roll, allowing 5 seconds of recording at beginning and ending of each take.

Source: Best Practices for Web Video Production; http://www.knoodle.com