

Cheat Sheet: Setting Up a Successful Vlog

How to Set Up Your Equipment

Device Settings and Where to Put Your Camera

- Your device must be set to record at the best resolution possible, and disable “auto-exposure” or “auto-contrast” settings
- Back up and delete old videos from your device before recording to ensure you have enough space
- Charge your device fully before recording
- If you are using a mobile device or tablet, do not use the front-facing or “selfie” camera to record, and remember to turn your device on its side before recording
- Make sure your device will be steady throughout the recording
- Place the device at your eye level or slightly above to record, and set it up so you cannot see yourself while recording

How to Set Up the Shot

Background

- set up in front of an interesting background that isn’t distracting

Lighting

- position the light source behind the camera facing you
- **do not** position the light source behind you or stand in front of a window

Audio

- test your device’s microphone before shooting to ensure it works and works well
- avoid shooting in noisy places, turn off heat, air conditioning, fans, and household appliances before filming
- turn off all phones in the room before shooting

Where to Sit and What to Wear

- place yourself in or near the center of the frame, at least two feet away from the background
- you should be visible on screen from your waist to just above your head
- wear simple clothes with solid colors that stand out from your background
- wear clothes that make you feel comfortable

Recording the Footage

Prepare, but don’t read: speak conversationally to keep the audience engaged

Test everything: make sure all of your equipment is working before the shoot

Get comfy: spend some time in front of the camera to get used to being on tape

Pause often: pause before speaking, between thoughts, and before turning off the recording to give the video editor as much room to work as possible

Don’t be afraid to make mistakes: record multiple takes as you practice your lines. The more footage you create, the more comfortable you will get on camera, and the better you will become.