



Lenoir-Rhyne Videography Guidelines

**LENOIR-RHYNE
UNIVERSITY**



Please review this list of recommendations 1-2 days before you plan to shoot your video. This will ensure your video is recorded at the highest possible quality.

1. Email us how you Plan to Record your Video

- In advance of recording your video, please send an email to mikeala.skelton@lr.edu and tell us how you plan to record your video. If it is helpful, you can send us a photo of you on camera where you plan to record your video, and we will provide you with some pointers and advice.

2. Review your Clothing

- Casual clothing is fine. Avoid wearing clothing with another university's logo, large corporate or sports logos or anything that might be a distraction. Feel free to wear any Lenoir-Rhyne University clothing, but it's not necessary. Please wear solid colors and avoid wearing all white or clothing with fine stripes or patterns.

3.Check your video background

- Prior to recording your video, review the background that will be seen on camera behind you. You may want to spend some time tidying up and re-arranging what people will see behind you during your recorded video. Try to avoid showing messy or unattractive backdrops.

4.Record in a place with good lighting

- Lighting is very important. Whenever possible, record near a source of indirect natural light—by a window, or outside on an overcast day, or in a shaded area on a bright, clear day. It will be hard to see if there is too much light directly behind (where the camera is pointed, e.g., toward a bright window). It is important that you, and the background behind you, are well lit. Consider positioning yourself so natural light coming in from a window or a room light is shining on your face.





Video Recording Best Practices

When recording your video, think about your video background and shoot in good light and quiet location. Frame your shot as shown in the examples above, i.e., centered with eyes located in the top third of the video as you look straight ahead at the camera.

5. Audio and sound considerations

- Make sure you select a quiet location for recording your video.
- The closer the device is to you, the better the audio quality.
- Be sure to mute or turn off any electronic devices that may be heard when recording your video. Be mindful of noise coming from air conditioning or heating vents, refrigerators, buzzing from lights, etc.

Remote Video Recording Tips:

<https://www.youtube.com/watch?v=6Akw8V83fOE>

HORIZONTAL VIDEO

(Landscape - wider than it is tall)



VERTICAL VIDEO

(Portrait - taller than it is wide)

