



VIDEO TIPS

JUST THE BASICS

TONGAL

ARMED WITH your camera - **a smartphone totally counts** - a great idea, and a little know-how, anyone can create engaging video content. Follow Tongal's tips for creating the best video possible!

TECHNICAL BASICS



Film Horizontal/16x9 - For most videos, you'll want to make sure you are filming horizontally, or in 16x9. Yes, that means turning your phone sideways.



Film Vertical/9x16 - If the Tongal project brief calls for it or you know your video will live on Instagram Stories, IGTV, or Snapchat, go ahead and film vertically.

LIGHTING & SOUND

- **Use Natural Lighting** - Use daylight & natural light whenever possible, as that tends to look best on camera. Be mindful of where you are relative to the light source - you'll want to avoid shadows.
- **Film in a Quiet Space** - Try your best to shoot in a quiet space. Make sure you don't have any music or TV playing. Close your windows, turn off your computer or air conditioner - basically do whatever you can to try to make the room as quiet as possible.
- **Stand Close to the Camera** - Whenever you're talking, try to stay within 4-5 feet of your camera, to make sure it's capturing your sound. Make sure you speak clearly, at a normal volume, and enunciate. Of course you may need to shoot further away at times, and that's totally fine. This is just a general rule of thumb.

FRAMING YOUR VIDEO

- **Background** - Try to shoot against a neutral background, free of clutter (such as a blank wall). We want the focus of these videos to be on you, not your surroundings!
- **Avoid Corners** - Position yourself in front of a flat background instead of a corner; corners can lead to weird shadows on-screen.
- **Stay in the Center of the Frame** - In addition to getting a good shot, staying centered allows us to easily crop your video for social channels like Instagram, if need be.
- **Vary Your Angles** - As a general rule of thumb, it's better to be closer to the camera when you're filming yourself talking, and further from the camera when you're filming action so the camera can capture your full movement.

VIDEO STRUCTURE

Your video's structure will depend on the creative task at hand, but we've shared a basic outline for the can't-miss elements below.

- Fun Opening that immediately grabs people's attention. Example: Introduce yourself and tell the audience what you plan to share.
- An Engaging Middle where all the important bits go. Make sure your video follows a logical progression and shows what you're capable of.
- Fun Closing where you wrap it up and leave us wanting more.

WHAT TO AVOID

- **Logos** - Please avoid wearing any clothing with logos.
- **Copyrighted Materials** - Don't include images or clips to works you do not own.
- **Music** - Unless otherwise specified, do not include music in your video.