

Some general tips for shooting video:

1. Use a tripod whenever possible. Steady shots look much more professional
2. Set up your shots- frame your subject, fill the screen, check your focus, then press record
3. Vary your shots- try different angles- low angle, straight on, from the side, etc-- After you think you've got your primary shots, look around for interesting shots or angles that can add variety
4. Try different focal lengths. Don't be afraid to shoot wide, medium, and close ups of the same thing
5. Keep shots steady, try to minimize movement like panning or zooming while recording.
6. Shoot B-roll- things like signs, people, buildings...things to fill in the blanks and "tell the story"
7. Make sure your subject is in focus while recording
8. Use a tripod or rest your camera on something steady so your shot isn't shaky.
9. Early morning and late afternoon are the best times to shoot outside and when colors are most vivid. These times are called "the golden hour" by professionals.
10. Try to keep sunlight or other bright light sources to your back when shooting.
11. Try to avoid shooting indoors with subject near bright windows or light sources. This is called backlight, and will make your subject appear dark or your shot "washed out" or overly bright.
12. If you do use movement in your shot, like panning or zooming, tilting, etc- rehearse your shot before recording, and try to begin and end your shot with 5-10 seconds of no movement. This helps create an edit point if your shot is to be edited together with other footage.
13. If using a camera with digital zoom, try not to zoom in too far as digital zoom will make your footage look pixilated and distorted
14. If you have a chance- do a little research about composition. Understanding a simple concept called "the rule of thirds" is one of the easiest ways to improve your understanding of shot composition and framing, and will help improve your shooting skills for both video and still photography.

Try to record and save video footage at your highest resolution. We can always decrease file size and resolution- but we can't very effectively increase resolution of video that is already recorded.

Other resources:

<http://www.peachpit.com/blogs/blog.aspx?uk=A-Serious-Amateurs-Guide-to-Making-Movies-Step-3-Shoot-the-Video>