Best Practices of Video Production

There are things to keep in mind in video production in order to get the best quality footage for your video teaser.

Camera Movement

- Keep your hands as still as they can be when holding the iPad, as this will ensure more steady footage.
- If you can, prop the iPad on a table or level surface to keep it steady.
- Record your footage 10 seconds before and 10 seconds after when you intend to. This allows room to extend a shot and edit smoothly. Camera shake is inevitable (when you press the record button to start and stop there is always some shake), which is why it is important to wait a few seconds before hitting the button so you can edit out the shake.
- Take multiple shots from different angles so that you have shots to choose from when editing.
- Shoot in a linear fashion. Follow the shot list so that when you go to edit, you will already have most, if not all, of your shots in order. This will make for a faster post production.

Sound

- Try to record in a quiet place, have the iPad facing the subject, and be as close as possible. Shooting far away will make for poor sound quality.
- Make sure that you are not near a fan or a noisy machine, as this will make it hard to hear what the person is saying.
- Don’t be afraid to ask the presenter to speak up or repeat a line if possible!

Editing

- Edit from the beginning to the end. Rearranging shots takes time, and iMovie can be a little difficult when trying to reorder shots.
- Add the music last.