

VIDEO CHECKLIST

01

Clean your phone's lens carefully before doing anything, obvs.

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02

Position your subject in flattering light (silhouettes feel sinister) and shoot in portrait for mobile ready vids.

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03

Record sound with a lapel mic with the Dolby On app. It's free and is great for cleaning up the audio.

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04

Add movement to interviews by panning up or down, in and out of the frame. Ensure your interviewee has a focal point to speak to.

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05

The edit - CapCut or Premiere Pro whatever your editing software, make any branding appears at the beginning.

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06

Captions: 'Short' (9 words max) = 0.2 seconds per word + 2 seconds recognition time. 10 words or more + 3 seconds recognition time.

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