Fundamentals of Videography

Language Resource Center
March 24th, 2020
The importance of Videography

Good video is an important component of the broadcast. Most people are used to HD content. You don’t need to invest in expensive equipment.
Tip 1: Camera Angle

× Position the camera at the eye level.
× The angle emphasizes the relationship with the audience.
× The way we angle the camera sends messages.
× The angle impacts the content shared.
Tip 2: Where Should I Sit?

❌ The amount of the body shown sends messages.
What is too close?
What is too far?
Be mindful of who is watching.
Tip 3: The Rule of the Thirds

- Tic-tac-toe grid
- Position yourself in the center.
- Your eyes should be somewhere around the top-middle horizontal line.
- Keep your hair in the frame.
Tip 4: The Three-Finger Rule

Measure three fingers from the top edge of the screen.
This will give your whole head the space to exist.
Tip 5: Use Your Hands

✗ Personal preference
✗ We naturally gesticulate when we speak.
✗ Let your hands do the work
Tip 6: The Lighting

You are the main subject. Proper lighting may make it look like you are working with high-end equipment.
Tip 6: The Lighting (Continued)

× Free Setup
  ○ Natural sunlight (key light)
  ○ May not be consistent
  ○ Not reliable
  ○ Avoid hot spots.

× Nearly-free Setup
  ○ Desk or table lamp
  ○ May not be as good as sunlight.
  ○ Consistent and reliable
  ○ Pay attention to the color of the light your lamp is producing.
Tip 6: The Lighting (Continued)

✖ Budget Setup
  ○ Both the color and brightness can be adjusted.
  ○ Battery-powered
  ○ Position:
    ■ Next to or behind the screen
    ■ A bit higher than your head
    ■ Have it point down at you at a slight angle.
The Sound

- The most important part of every video
- People are more likely to forgive sub-par video than bad audio.
- Mic placement is important.
- If you are only going to upgrade one thing, make sure you get a good mic
- Budget Mic: **FIFINE K669B**
Questions?
Coming up this week

LRC Language Teaching Colloquium

Friday, March 26th, 2021 at 3pm

Zoom ID 203 508 3989

The Post–Pandemic Language Classroom
Thank you!