



# 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.



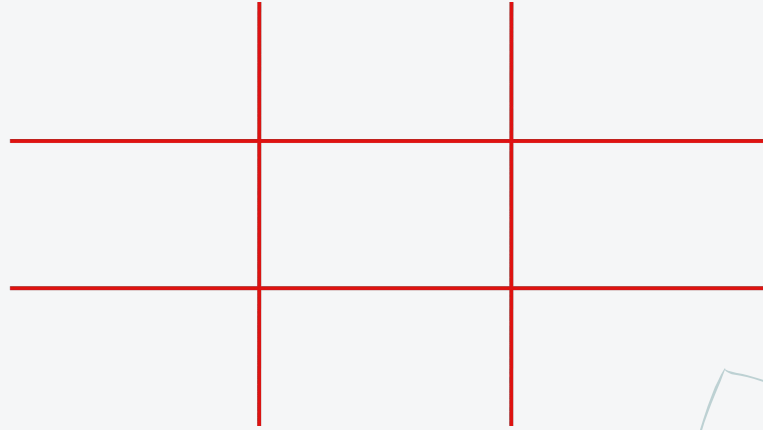
## TIP 2: WHERE SHOULD I SIT?

- ✗ 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!

