

fig. 1

No attempt at lighting

No lighting technique has not been applied here, could lead to an uneven distribution of light over the subject and no clear focus of frame

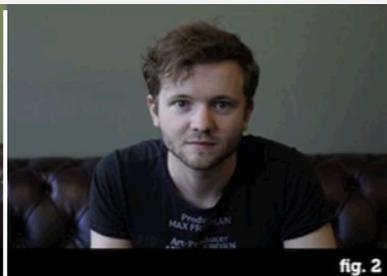


fig. 2

Lit Poorly

The lighting available has not been used in a sophisticated way. You can use objects such as household lamps or window light to control the light by placing them in optimal positions i.e. in front and slightly above your face.



fig. 3

Natural light used well

Here the available light has been used to the subjects advantage. By placing the lights in front of the subjects they have been brought out from the background, creating the illusion of depth



fig. 4

Professional light used

Using professional lights such as soft boxes or LED panels will dramatically affect your image, in a good way! Your subjects skin and eyes will all benefit from having soft, warm light pointed towards them

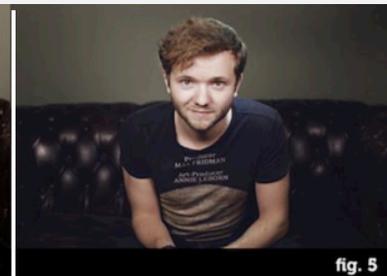


fig. 5

Full three-point lighting setup

A three-point lighting set up is the great way to make your subject look great and make sure they're the main focus of your frame



Bad sound quality
Using your camera's on-board mic means you likely won't be capturing the best quality sound. Try attaching an external microphone, such as a RODE mic to increase the quality of your audio



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Good quality sound
An external microphone may drastically increase the quality of your audio. An external microphone will drastically increase the quality of your audio



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Lapel mic audio
Using a lapel mic will dramatically increase the sound quality of your audio, as the mic is directly attached to the subject



Webcam/iPhone used



Make-shift tripod used
Camera on-top of stacked books or table creating a unsteady or unbalanced shot



No backdrop consideration
If you haven't considered what's in the background of your shot, your subject may get lost within it. Try tidying your background to draw the viewer's eye to the subject



Backdrop clean and considered
Considering what's in your background will improve the composition of your shot and direct the audience's eyes to what you want them to focus on



Fully built and dressed set



Camera set to 'auto' mode
In auto mode you don't have control over exposure or colour balance and how your image looks is dictated by the camera.



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No colour correction
Your image hasn't received any treatment in post-production to correct it's colour. Doing so will help you to fix any imperfections in colour and create your own recognisable style



Colour palette considered
Thinking about the colours in your shot will make your videos look pleasing to the eye. Having certain elements of your shot, for instance your clothes, in a different colour from your background with increase the visual interest of your frame



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Low quality image (non-HD)



720p or 1080p HD picture
Shooting in Hi-Definition is great for modern screens. This means the resolution of the image is either 1280x720 1920x1080



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Full 1080p HD picture
Shooting in full Hi-Definition will give you the optimum viewing resolution of 1920x1080

