

# TOP 10 TIPS FOR VIDEO

# SCIENCETELLING™ BOOTCAMP

1

## IDENTIFY YOUR AUDIENCE

Talking at the same level as your audience is not the same as dumbing it down. It's about making your language more accessible to reach more people —and what's so dumb about that?

2

## SHOOT HORIZONTALLY

If you're using a smartphone, hold it horizontally. When you are shooting a selfie, keep the camera as steady as you can. Look into the lens and not the LCD or phone screen.

3

## PAY ATTENTION TO LIGHTING

The light source (from the sun or other lights) should be directed on your subject. In a pinch you can use things like white paper or T-shirts to bounce the light and fill shaded areas.

4

## RECORD GOOD AUDIO!

If you have an external microphone, aim it towards the speaker's mouth. If you don't have a microphone and are doing an interview, move to a quiet place to record.

5

## FOLLOW THE 3-SECOND RULE

Hit record, then wait three seconds before you start following the action, and also wait three seconds before stopping the recording. This gives padding for the editor to cut the sections out.

6

## CAPTURE THE PROCESS

Film each step of your story: your thoughts before you start, the key moments during the process, and your reaction once you've finished.

7

## SHOOT A VARIETY OF SHOTS, ANGLES, AND CLOSE-UPS

Get a shot of where you are, close-ups of what you are working on, and interviews and reactions from your team. Change angles by getting down low or going up high.

8

## FOLLOW THE ACTION

Capture as much of the action as you can, such as your team taking samples or trekking through the forest. If you need your hands during the action, consider using a GoPro.

9

## FILM YOURSELF AND HAVE OTHERS FILM YOU!

It's not only about the work, it's about the people doing the work. Let your personalities and exciting jobs shine!

10

## BE YOURSELF

Don't worry about appearing silly, vulnerable, or unprofessional in the field. We'll publish only positive content about your work.

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