

Tips for shooting your best video submission

1. Always shoot horizontally.

- Televisions, computer screens and websites all have horizontally-oriented displays.
- When edited, vertical clips show up with black bars on either side of the image. So, don't shoot vertically!

2. Keep both hands on the wheel.

- For super-crisp shots, use a tripod.
- But, if you don't have a tripod, you can still shoot a great video!
- Use both hands on either side of the screen, careful to keep fingers out of frame.
- For smooth motion - use your feet as a solid base and move the whole of your upper body, not just the camera.

3. Ditch the digital zoom.

- It just enlarges the picture and creates grainy pixels.
- For a crisp close-up, get as close to the subject as possible.

4. Find your light.

- Need great lighting on the cheap? The sun is a great natural, indirect light source.
- Face your subject toward a window for great natural light – but never have the window directly behind them or you'll be left with a black silhouette.
- Find a quiet area.
- Clean and clear sound can make or break your video.
- For best results, film indoors or a quiet space outside, where there is little or no ambient noise or wind.

5. Try it out.

- Practice a few times and play back what you record. It's ok to make mistakes.

Storytelling tips

6. Put passion and emotion above perfection.

- Remember: *"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."* (thanks Maya Angelou!)
- So, don't worry about getting it perfect. Be comfortable making mistakes. They are real and relatable!

7. Step into your story.

- Own it, have confidence, speak loud. We want to hear you!