

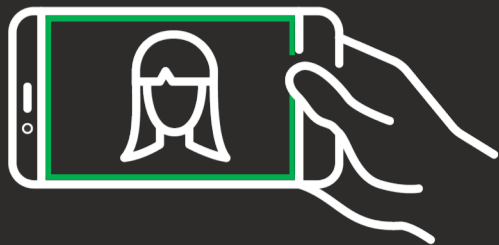
TIPS FOR SELF RECORDING AND UPLOADING VIDEO

The Importance of Shooting in Landscape Mode

Do

+ Have another person film you or use a tripod in **landscape mode**...

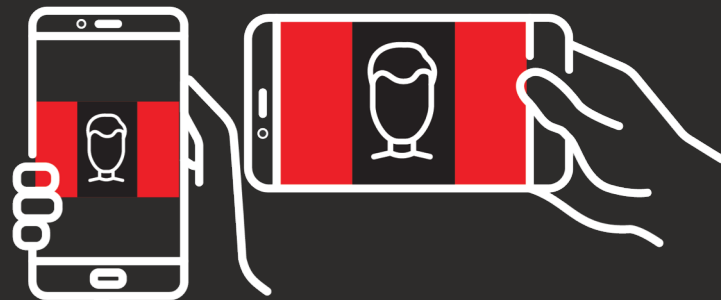
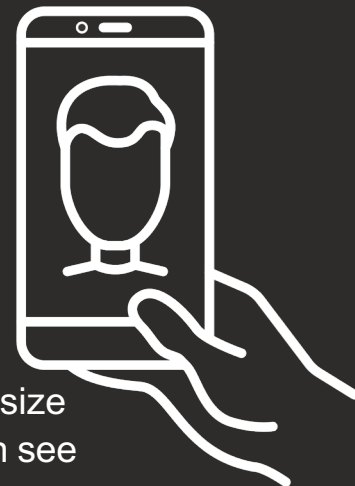
+ ...so a viewer will see your video in full frame.



Don't

X Don't film yourself in **portrait mode**...

X ...it will minimize the size at which a viewer can see you once edited.



What to Wear



- To instill confidence in patients, please wear a white coat or professional attire.

When to Film

- + • Film yourself at a time of day when you are feeling energized and looking fresh.
- + • Give yourself plenty of time. If you make a mistake, don't worry. Restart from your most recent thought and keep going. An editor will address and streamline.

Where to Film

- + • Videos should be filmed indoors in a professional setting, such as your office.
- + • If you prefer to film these at home, choose a quiet and uncluttered area with simple decoration and ample light.

Setting Up Your Device— Do's and Don'ts

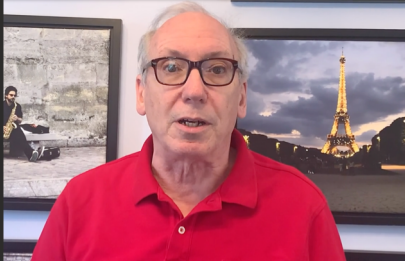


Do

+ Place device at eye level and look into the lens



+ Center yourself in the frame and a short distance from device



+ Bright, even lighting and no background noise

Don't

X Appear to be reading your screen



X Be too close or off to one side



X Record without adequate light



Choose an Ideal Background

Don't



Too much light behind you.



Too much clutter.



Too many distracting elements.

The ideal background is appealing but not distracting and clear of clutter and personal information. Make sure objects behind are not too close and don't look odd on camera (poking out of your head, etc).

Do



Tips for Recording with a Laptop

Do

+ Place your laptop on a stack of books or a box so your camera is at eye level



+ Capture yourself near a window so that you are flooded with natural light

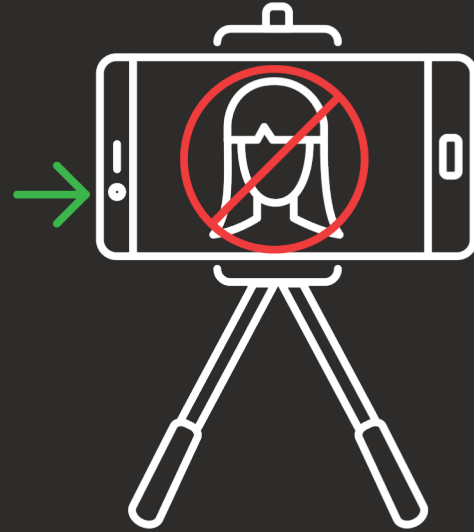


Optimize Your Audio



- Set up in a quiet location with minimal background or street noise. Avoid large rooms with an echo.
- Always record a test to make sure you can be heard and seen clearly.
- Mute alerts on your phone or computer, and turn off anything with a fan.

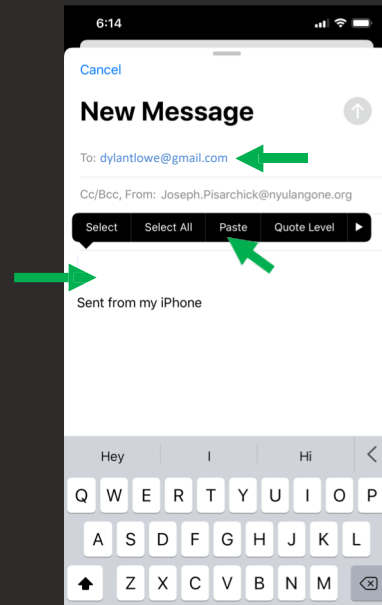
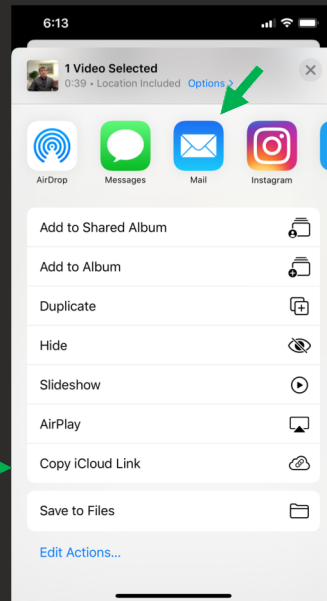
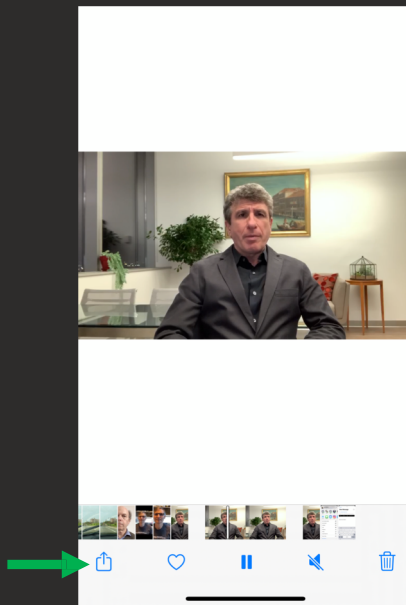
Eye Contact is Key



- When filming, be sure you are looking into the camera and not the screen.

How to Deliver Your Completed Videos – iPhone/iPad

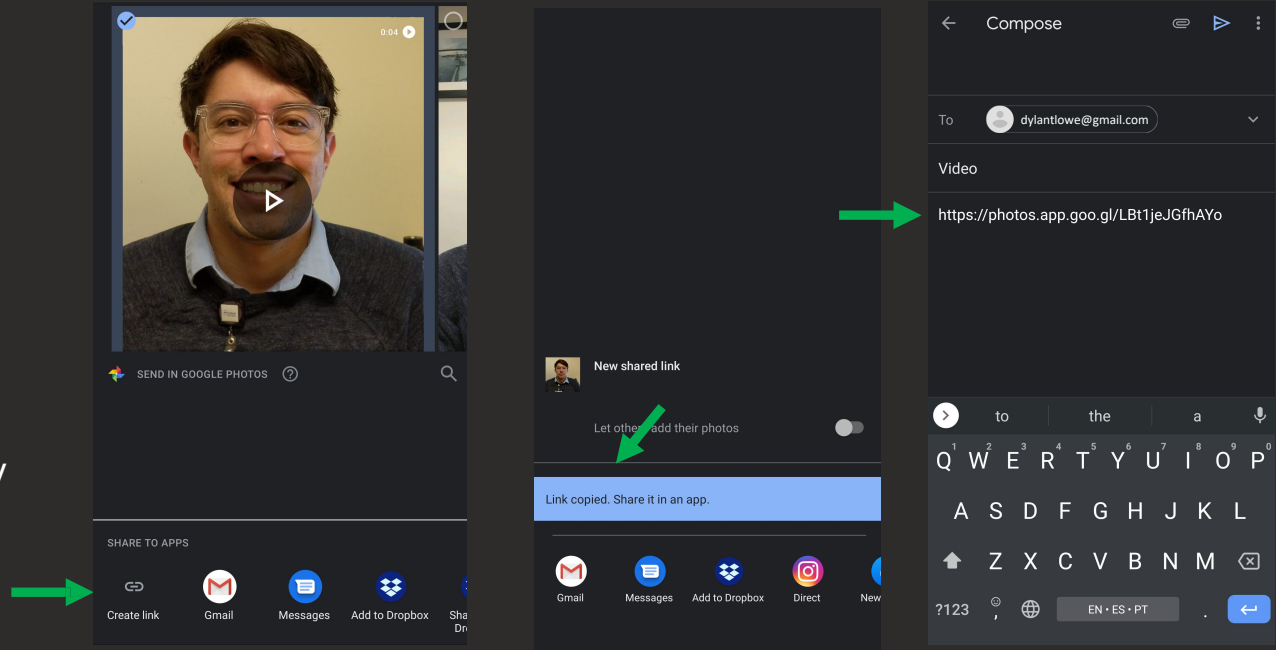
- Select video(s) to send
- Click on Upload icon
- Scroll to “Copy iCloud Link”
- Create new email to dylantlowe@gmail.com
- Tap in body of message
- Select paste and link will appear in message
- Add any notes/directions
- Send



How to Deliver Your Completed Videos – Android

- Select video(s) to send
- Press “Create Link”
- Create new email to dylantlowe@gmail.com
- Tap in body of message
- Paste link in message
- Add any notes/directions

If you have the apps, you may also share via Dropbox or Google drive and email link to there.



Pearls

- + Film in landscape orientation
- + Face a good light source such as a window during daylight
- + Framing - from the chest up
- + Look directly into the camera lens
- + Phone is typically better than laptop. Standalone camera is even better.
- + For any questions, contact Dylan Lowe:
dylantlowe@gmail.com
Mobile: (510) 435-0313