

Technical tips for recording your application video:

1. Device:

You don't have to use an expensive camera to record your video, a smartphone works just fine. Of course, if you'd rather work with a video camera, go ahead!

2. Format:

If you use a smartphone, please make sure to record the video in a horizontal format, since we will be watching it on a computer screen later.

3. Filming:

Always hold the smartphone with both hands to stabilize the camera. Furthermore we recommend keeping your elbows close to the body. It will augment the steadiness of your filming additionally.

4. Light:

Choosing the right spot with good lighting is essential for a proper image. First of all, there should be light. Filming at night and only relying on the night mode in your camera will not lead to satisfying results. Either you record your video in daylight or you have to find lights that will illuminate the setting quite well. Furthermore, choose a spot where the light shines on you and make sure that the camera is not directed towards the source of the light.

5. Sound:

Make sure to find a nice, quiet spot for the recording of your application video. Avoid standing too far away from the camera, since the installed microphone in your smartphone will have trouble catching the sound properly.

6. Text:

If you show any written text in your video, please make sure to give the viewer time to read it. If you are not sure how much time others need, just ask them!

7. Image section:

Please make sure that the person and/or item you want to film is clearly visible. Choose a neutral background and remove any unnecessary items. By doing this, you can ensure to keep the viewer focused on your message rather than on the dirty laundry behind you ;)

8. Flight mode:

In case of using your smartphone, we recommend turning the flight mode on whilst filming your video. Imagine you are in the middle of the perfect performance and your mum calls to ask if you are dressed properly and have enough to eat.

9. Post Production:

You can also use your smartphone to edit your video. If you fancy a software which offers more features, you can easily download one for free. Although the term post production might sound highly professional, it is often easier to use than you think.