

# AIAS VIDEO GUIDELINES



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# INTRODUCTION

Tailoring your content to each platform's specifications can be a real challenge.

Use these video guidelines to get practical, tactical advice for setting up, shooting, and editing your videos for a better end product and more engagement.

# GETTING STARTED

## SETTING UP

- Start with a full battery.
- Clean Your Lens.
- Switch your phone to airplane mode. This will prevent you being interrupted by calls and alerts.
- Filming and storing video files uses lots of power. If you plan to film for more than an hour you may need a portable battery pack.
- Video uses lots of space on your device, make sure you have enough.
- Stabilizing your camera improves the quality of your video. If you have a tripod, use it! If not, place a stack of books on each side of the phone to hold it in place without covering the camera.

### VIDEO ASPECT RATIOS ON MOBILE DEVICES



**16:9**  
LANDSCAPE  
(YOUTUBE)



**1:1**  
SQUARE  
(IG & FB POSTS)



**4:5**  
VERTICAL  
(IG & FB POSTS)



**2:3**  
VERTICAL  
(ONLY FB)



**9:16**  
FULL VERTICAL  
(IG STORY/IGTV)

## DIY TRIPOD EXAMPLES



## FORMAT

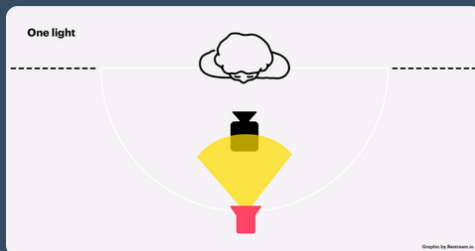
- Pick your format.
- Vertical videos should be used for platforms like Instagram and TikTok. They fill the frame of the phone.
- Horizontal videos are best for YouTube or Facebook feeds.

# LIGHTING TIPS

- Use a light source so your audience can see you. This can be a desk lamp, floor lamp, the sun or light from a window.
- Take a test shot after your frame is set to determine how it looks on camera.
- Steer clear of overhead lighting (ex. 4)
- Try to diffuse your lighting with a sheet of paper or scarf. It's a lot easier and often a lot more flattering to use soft and diffused lighting.
- Avoid backlighting AKA when your light source is behind you. Instead, try to put the light at a 45-degree angle or directly in front of you. (ex. 4)

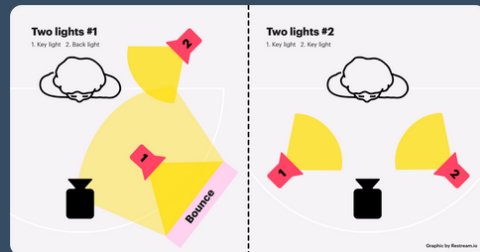
1

If you only have one light available to you then this will become your key light. This is the principal light in the setup, as it illuminates your subject.



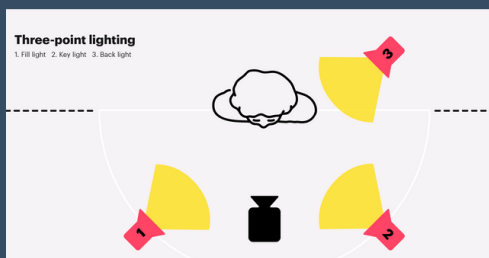
2

If you have two lights then the second light after setting up your key light will be your fill light.



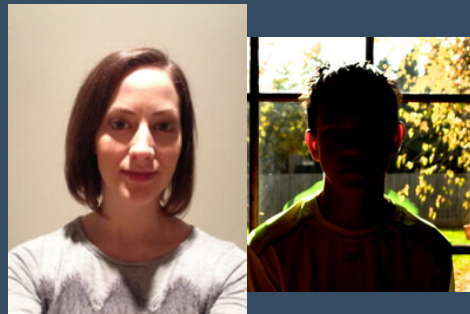
3

Your third light is your backlight. This light is placed behind the subject and lights it from the rear.



4

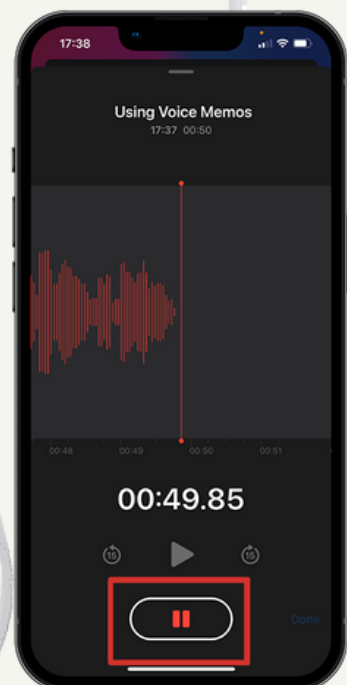
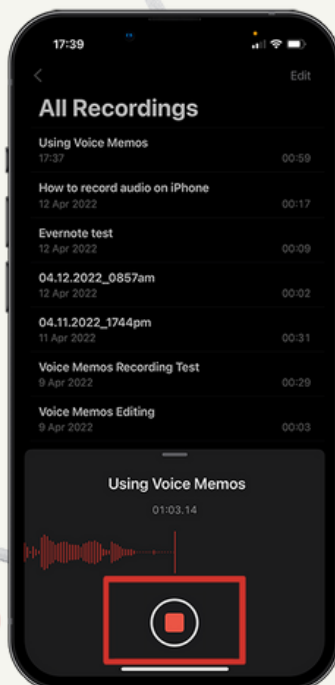
Backlighting without other light sources could cause your subject to look like a silhouette. Overhead lighting adds harsh shadows to your subject.



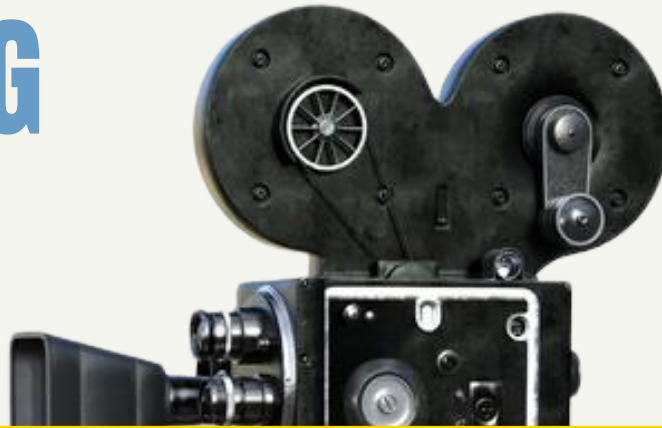
# AUDIO TIPS

- Test your audio! Figure out how loudly/softly to speak before you start recording.
- Angle your mic away from anything that hums or buzzes (a/c units, coolers, engines, etc).
- Use a 2nd phone as a microphone if possible. When capturing audio with this method, it's important to have your subject clap on camera before each take. This way, you can line up the audio noise of the clap with the visual on video when editing.

**EXTRA TIP:**  
CARRY A GOOD PAIR OF  
HEADPHONES TO  
LISTEN TO YOUR TRACKS  
CAREFULLY!



# FILMING TIPS



- While the front camera is useful for seeing yourself while you record, use the back camera when possible for better quality.
- If you are recording yourself put the camera at about eye level so you are not looking up or down as you record.
- Look into the camera when filming yourself. You are talking directly to the viewers.
- Avoid moving around too much. Do not use a swivel or rolling chair. If you are standing, do not sway back and forth. This could cause you to move out of frame or affect the audio.
- Speak calmly and clearly, and keep a steady pace throughout the video.
- Have a script or outline of what you plan to say in front of you, so you have something to reference if you lose focus.
- Record your video in one take, unless you know how to edit individual clips.

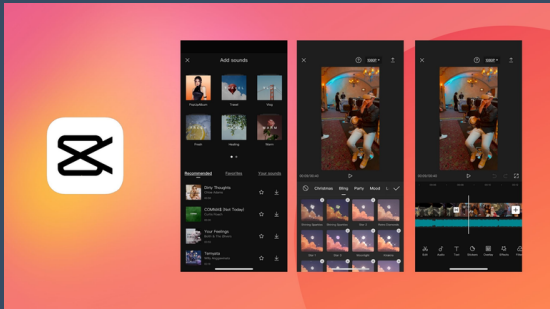


**LOOKING AT THE LENS FORMS A STRONGER AND MORE DIRECT CONNECTION WITH THE VIEWER. YOU CAN SEE THIS AT WORK WHEN YOU WATCH THE NEWS**



# EDITING TIPS

- Refer to the AIAS Logo Branding Standards to ensure that you include the correct colors, fonts, and logos into your final video.
- Utilize an application like Premiere Rush, Splice, or CapCut to easily edit videos on your phone. There are many tutorials available online.
- If you are an advanced editor, and want to edit on pro level software, Premiere Pro or Final Cut Pro are great to use on desktop.
- Pick your captioning app. Captioning your videos is required. It gives people an option to follow the story without hearing the sound. Many editing apps offer captioning.



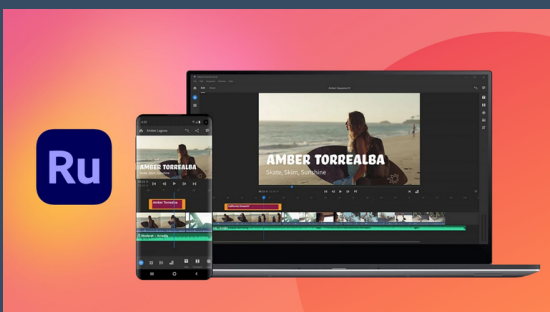
## CAPCUT

- Mobile-only editing
- Doesn't support key and advanced editing features
- Allows you to add only one audio track with a video



## IMOVIE

- Slow in processing and exporting large files after editing
- Doesn't support advanced editing capabilities
- No presets, or social media templates



## RUSH

- Pro version is expensive
- Doesn't specify the format of the output file
- Limited transitions and video effects



**FOLLOW THESE TIPS**  
**AND YOU'LL BE A VIDEO EXPERT**  
**IN NO TIME !**

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