

## Video Recording Checklist

Print off this checklist and tick off each step as you go through the [‘Authentic Video Recording Made Simple for Small Businesses’](#) guide on our Talk About Digital Podcast website.

### Framing Your Shot: How to Make Your Videos Look Professional

- Enable the grid feature on your smartphone or camera to apply the rule of thirds
- Position the camera at eye level with the subject
- Choose a clean, non-distracting background

### Lighting Made Simple: How to Ensure Your Videos Are Well Lit

- Position yourself or your subject facing natural light
- Set up a three-point lighting system (key light, fill light, backlight) if using artificial light
- Diffuse light sources to avoid harsh shadows

### Audio Techniques: Ensuring Your Message Is Heard Clearly

- Invest in an external microphone (e.g., lavalier or shotgun)
- Position the microphone correctly for clear sound
- Minimise background noise by recording in a quiet environment

## **Camera Movements: Adding Dynamic Visuals to Your Videos**

- Decide between static and dynamic shots based on the video's tone
- Practise basic camera movements (panning, tilting, zooming)
- Hold the camera steady or use a tripod/stabiliser to avoid shaky footage

## **Recording for Different Platforms: Tailoring Your Video for Maximum Impact**

- Record horizontally for YouTube and websites, vertically for Instagram Stories and TikTok
- Keep social media videos under 2 minutes; YouTube videos 5-10 minutes
- Start with a strong hook and include a call to action to engage viewers

## **Using Your Smartphone: A Step-by-Step Guide**

- Set up a clean, well-lit space with a non-distracting background
- Adjust smartphone settings to record in 1080p or 4K and at 30fps or 60fps
- Hold the phone steady or use a tripod, and frame the shot using the rule of thirds
- Use an external microphone to improve sound quality

## **Using a DSLR Camera: Professional Quality on a Budget**

- Select a DSLR camera with 1080p/4K resolution, reliable autofocus, and interchangeable lenses
- Set up the camera with the correct resolution, frame rate, exposure, and white balance
- Arrange a three-point lighting setup or use natural light effectively
- Position the camera at eye level and use different angles for interest
- Keep the subject in focus and the camera stable, using a tripod if necessary
- Transfer footage to your computer

## **Recording with Zoom: A Simple Solution for Interviews and Webinars**

- Create a Zoom account and download the Zoom client
- Configure video and audio settings for the best quality

- Set up a clean, well-lit recording space with an appropriate background
- Use an external microphone and check audio settings in Zoom
- Start and stop recording at the appropriate times during your session

## **Recording with VEED: Easy Screen Capture for Tutorials and Demos**

- Sign up for a VEED account and explore its features
- Close unnecessary tabs and applications before recording
- Set your screen resolution to 1080p
- Start recording your screen, ensuring your microphone is working correctly

## **Recording with Camtasia: Professional Screen Recording on a Budget**

- Download and install Camtasia and explore its features
- Set up your screen recording, choosing the full screen or a specific area
- Record your screen, ensuring the microphone and webcam are functioning if needed

## **Reviewing Your Footage: Ensuring Quality and Consistency**

- Check the visual quality, including clarity, lighting, and framing
- Ensure audio clarity, volume consistency, and synchronisation
- Review the content for message clarity, engagement, and flow
- Confirm brand consistency in logos, colours, and tone
- Export the video in the correct format and resolution after final checks
- Get feedback from others and make any final adjustments

By using this checklist and following the related guide on the TAD website you will understand how to simply record authentic videos that will help you to give your audience an insight into your business and expertise, plus grow your new customer base.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.