

HOW TO SHOOT A VIDEO PITCH

Can I do this alone?

Yes. You can shoot a simple video yourself without assistance. If you've not shot videos before set aside several hours, because you will need multiple attempts. A friend can be helpful to operate the camera and provide advice and support.

What camera should I use?

Most smartphones shoot good-quality video. Your normal video capture settings should be fine for the purposes of a simple 'pitch-to-camera'.

Where should I shoot?

Location

Keep it simple. A quiet room with a plain background keeps attention on you and what you are saying.

Light

Smartphone cameras need good light (eg daylight, not weak fluorescent light). Take some short test videos to see what works in your location. Very strong light, or single light sources behind, above or below you, are to be avoided.

Sound

Find a quiet environment. Loud ambient noise (a fast-running ceiling fan) can make you hard to understand. If you have a 'lapel' or other microphone that plugs into your phone, this could improve your sound capture.

How do I set it up?

Horizontal recording

Shoot your video horizontally, not vertically.

Camera Position

Set up your camera at eye level, not high or low, in a stable position (not hand held – you can stick it to a wall, on a tripod, or balance it on boxes etc!). If you are standing, set up the camera to include your upper body (eg waist up) so you can include your gestures; or a tighter framing around your shoulders and head. If you are sitting, frame it closer, so your head and shoulders are in the shot.

Teleprompter or notes

Learn your pitch and deliver it without notes. You have the flexibility to do multiple takes. Some people find a teleprompter helpful to show bullet points. If you use one (they are free online) it needs to be positioned in your eye line behind the camera. Test it out to ensure you read at a natural pace.

How do I prepare myself?

Dress professionally

Deliver your video pitch in the same attire as you would dress for an in-person meeting.

Seeing yourself on video

People hate seeing and hearing themselves on video. Accept it. Get over it. You'll work through it eventually!

Practice

The most time-efficient way make your short video is: practice what you want to say without the video rolling until you're 'almost there', then start recording and repeat until you get a 'keeper'.

How do I make it suitable for submission or sharing?

Trim and Compress

Large file sizes are clunky, for assignment purposes at least. Use VidCompact (free on Android) or VideoCompressor (free on iOS) to trim 'dead time' off the start and end of your video, and re-save your video file at 480p resolution. This will greatly reduce the size and make it easier to share and upload. When using these apps, I always recommend keeping your original file, and saving any 'edited' version as a new file.

What file type should I use?

.mp4 is a common, useful file type, which I recommend. Other types commonly seen are .mov, .avi and .flv.

Name the file

It is always good practice to correctly and clearly name any digital file you plan to share. This can be tricky on your phone. I suggest sending/saving the file to a PC and renaming the file something very clear, using a format like:

(SURNAME_INITIAL_COURSE_TASKNAME)

Eg: *Robertson_D_ENS5510_Assignment4.mp4*

Upload or transfer the file

Large file sizes can be tricky to deal with. Google Drive, Dropbox and WeTransfer are free file sharing platforms that can handle file sizes much larger than email.