



FILMING A VIDEO THAT DEMONSTRATES PROFESSIONALISM

(without spending money)



When filming a video at home, there are many ways to make your video look professional without spending money on a new camera or editing software. Whether your video is for an assignment, an online portfolio, or a future employer, it is important that your video demonstrates professionalism and represents you in a positive way.

3 VIDEO ESSENTIALS

1 | PROFESSIONAL APPEARANCE

Professional appearance is an immediate way to establish credibility within your video. Utilize these tips to ensure professional appearance.

- **Wear professional attire**
→ No pajamas allowed
- **Ensure proper grooming**
→ Clean shaven, tidy hair, etc.
- **Use a background free of clutter**
→ Create a background that looks professional
→ Remove anything distracting from the shot
- **Ensure appropriate posture throughout duration of speech**

2 | TECHNICAL COMPONENTS

You don't need a fancy camera to produce a decent quality video. Implement these tips to impact the overall quality of your video.

- **Ensure audio levels are appropriate**
- **Pay attention to lighting**
→ Avoid light behind you, look directly at the light
- **Utilize a tripod or prop your camera up**
- **Look at the camera while talking**
- **Eliminate background noise**
→ Turn off your TV, A/C, etc.

3 | PRACTICE AND DELIVERY

Practice makes perfect! Utilize these tips to ensure the final recorded version sounds and looks as professional as possible.

- **Outline script/talking points**
- **Record practice sessions**
- **Identify areas of opportunity based on practice sessions**
- **Receive feedback from a friend**
- **Ensure tone and speed of speech are appropriate**
- **Remove unnecessary filler words (e.g., like, um, etc.) wherever possible**
- **Be aware of nonverbal communication patterns (e.g., posture, hand gestures, balance/stance, eye contact, etc.)**