**TIP 1**
**Record Strong Audio**
Speak clearly and in shorter sentences that can be easily understood by the audience. Practice speaking the information in front of others. Avoid looking down and reading from a script.

Recording good audio is just as important as getting a well-framed shot. If the viewer cannot hear what the interviewee is saying, or is distracted by traffic noises or other environmental sounds, they will lose interest quickly. Have a microphone close to the person speaking (lavalier or boom mic are preferable). If you do not have an external microphone to record audio, consider placing a phone set to voice recording mode and sync later in post-production.

**TIP 2**
**Shoot Three Looks**
In filmmaking, there are three perspectives that you should try to capture in just about every scene: wide, medium and tight. A wide shot will help to set the scene, giving the viewer a good look at the subject and the environment and can help set the tone. A medium shot is slightly zoomed in and puts more of the emphasis on the subject vs. their environment. A tight shot is typically cropped from the chest up and puts the majority of the attention on the person speaking. There are a variety of ways to shoot these three looks, so experiment.

**TIP 3**
**Prep and Shoot the Interview Twice from Different Angles**
If time allows, prep your interviewee before sitting down to do the interview. Give them the questions and have them come up with their responses ahead of time. That way you don’t have to spend as much time during the shoot bumbling through thoughts and ideas. Additionally, try to allow yourself enough time to be able to record the interview twice from different angles. When in post-production, should you need to splice thoughts together (even sometimes to remove dead space), you can switch between cameras to make the video look more seamless. You might also like the answer your subject gives the second time around.

**TIP 4**
**Use Smooth Camera Movements**
Camera movements can add energy and help keep the viewer engaged. Go easy, though! You should use slow, steady motions, whether you’re panning left and right, tilting up and down or moving the camera horizontally. Small camera movements can help add energy to a shot, but it is not always necessary and can be more of an advanced technique. Be purposeful in your motions and don’t overdo it. Motion is good, but it’s okay for the camera to be stationary.

**TIP 5**
**Export the Video for Best Quality**
You should try to export the video at the highest-quality settings possible as a master copy. Even if your final output for a specific project is social media, it’s good to have your original video should you need to borrow a clip. Settings to keep an eye on:
- **Dimensions**: 1920 pixels wide by 1080 pixels high (1920x1080p)
- **Frame Rate**: 24 or 30 frames per second (fps)
- **Quality**: Bitrate should be set to around 30-50 (the higher the number, the better the quality)