

Video Footage Guidelines:

- A. Use lots of natural light or proper lighting for shooting.
- B. Use a clean background (avoid anything with a reflective surface). Having a neutral, solid background or something that is not too distracting.
- C. Use a tripod! Avoid shaky footage.
- D. Invest in a good microphone for superior sound quality.
- E. Use the **“Rule of Thirds”**: (For framing yourself) Check out this Youtube Video: https://www.youtube.com/watch?v=lpEuYp4_iSg





F. Shoot in Landscape mode.

G. If you have any concerns, we would suggest setting it up and sending us a photo of your framing, before we start the interview or before you start your recording.

Thank you,

The Hasmark Marketing Team