

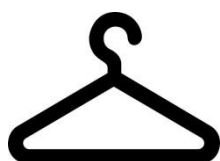
# How to Make a Video: Part 2

## (3)Presenting

### Step 3: Presenting your video

Below are considerations for you and anyone presenting or appearing in your video.

#### 3.1 What to wear



It's important you are comfortable in what you are wearing, but bear in mind your appearance will have an influence on how people perceive you

- Wear something that is appropriate to your topic
- Avoid busy patterns as these can be very distracting and fine stripes can appear to 'strobe' on screen. Go for plainer colours, but be careful with too much red, as this can bleed (spread outwards), too much white, as this can flare (look very bright) and too much black as this can just look like a dark mass (black tends not to reflect light and shade)
- If you are wearing jewellery, try and avoid anything that will be distracting or anything that jangles, as this will be picked up by the microphone



Also consider **hair and make-up**. Untidy hair can be a distraction and could be the one thing that people watching your video will remember, rather than what was being said or shown! Check yourself and others being filmed in the mirror before appearing on camera.

If you normally wear make-up, keep it as natural as possible. Don't apply extra make-up just because you are being filmed. Nerves and hot lights can make people perspire and this will show up as shine on camera. **Have some natural coloured power on hand to blot and cover shine as often as needed.** This applies to men as well as women!

#### 3.2 Delivery



It is important people can hear and understand what you are saying:

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- Use your own words so you come across naturally and what you say sounds authentic. Imagine you are telling your story to a friend or colleague and use that natural delivery you would with them
- Take a deep breath, loosen up – shrug your shoulders and smile before you answer (this will not be shown in the final edit!)
- Have some water handy in case your throat dries up
- Keep sentences short and to the point
- When you are very enthusiastic about something you can find you start to speak very quickly! Try to speak slowly and clearly at all times
- Use simple words, avoid jargon or buzzwords
- Stick to your point – keep it CLEAR, CONCISE, COMPLETE and CORRECT

### 3.3 Engaging with the camera – tips for presenting



If you have been asked to speak directly to camera, and down the camera lens, you might find it helps to imagine you are talking to someone you know really well or are speaking to yourself in the mirror. This will make you look relaxed and more engaging. Try watching reporters on TV and see how they keep engaged with you, the viewer.

- If you find it hard to look directly into the lens, you could turn the camera around and use it as if it is your eyes so you are filming things from your perspective. For example, if you are in a wheel chair and find it depressing when people talk over you, you could film upwards at the people having a conversation above you
- Another trick is to forget about the camera and to talk to the person who is filming you, or slightly off to one side to an assistant/ producer and speak to them instead
- Try to avoid any nervous or repetitious movements you might make whilst you are being filmed, such as shifting your eyes from side to side, touching your face, straightening your glasses or playing with your hair etc., but do use hand gestures or gesticulate if it helps you make a point
- Smile where appropriate
- Try not to turn your back to the camera, as people won't be able to hear what you are saying! If you want to indicate something behind you, take a tip from the people who present the weather on television – face the camera and point behind you