How to frame your video

Framing you video is incredibly important. In my opinion, it's one of the most important things you can do for your videos, especially for business.

Here is a brief visual guide on how to ensure you get the most out of your video efforts.

Yes, I am new to video but John Falchetto is bringing years of experience to this series so I can guarantee the information here is spot on!

Let's go!

Perfect Framing:

Whether you place yourself to one side or in the centre of the frame you need to make sure you have 3 things right.

1. Camera is at YOUR eye level

2. There is enough space above your head, but not too much (a couple of inches is good).

3. You crop in at mid chest level or at the waist. Not the neck.

The Golden Section for Framing:

The Golden Section in simple terms is dividing the frame into 3 equal parts and placing you in one third. When using this type of framing remember:

1. Place the camera at YOUR eye level

2. Make sure there is enough space above your head, but not too much (a couple of inches is good).

3. Don't place yourself too far off to one side of the frame

4. Crop in at mid chest level or at the waist. Not the neck.

So, how do you know if the camera is at eye level?

Look into the lens and you should be able to see your reflection if you are using a video camera.

If you are on your computer making a video, take some time to think about how your head is tilted – if you are holding it straight, looking straight at the lens, and the image on the screen looks good … go for it!

Framing for Text :

If you want to add text to your videos or graphics or even animations go for the Golden Section framing.

Why?

Well, you have plenty of space to include any extras in the frame without you or your extras interfering with each other.

See told you it wasn't that hard to frame your videos!

Now, on to some of the things you might want to avoid when you frame your videos!

Some of the problems I'm about to mention can actually be used in your favour. Some not at all.

Choose the style that works for you and you are most comfortable with.

And remember, nothing is set in stone!

Once you've tried out a few things you'll realize that this works and this doesn't.

Things to consider AVOIDING in making a video!

Too close to the camera

Chopping off the top of your head and chin and literally filling the frame with your face can be scary.

If you are carrying a bit of extra weight you might want to avoid this altogether for fear of making yourself even bigger.

The ONLY time this works is if you want to make a point really stand out and want to shout at the viewer.

Very few can pull this off and if you do want to do this edit carefully and use it for just a few seconds.

I've seen this used effectively with comedians or people who are in entertainment.

Try it, you might like it … but if you have something serious to say, SKIP it!

Too far from the camera

Leaving too much head space can make you look funny and your viewers will find it hard to connect with you.

Unless you plan to use the space above you for text and animations this should be avoided.

To add to this, adding text above your head isn't really advisable unless it's part of some animation and it's something really quirky!

If you do want to add text and animations you should use the Golden Section rule.

Camera too high

If the camera is too high you can look like an alien.

I have seen some use this for videos effectively.

If you want to use this angle you should be standing, not sitting.

Why? To make sure the energy required to pull of this framing is captured.

Again, this type of framing can used effectively if you want to ask a question or hit a point home.

Camera too low

This is a common problem with making videos using the camera on your computer.

When the camera is too low you look down, emphasising your chin and your spectacular nostrils.

A couple of books under your computer to raise the camera to eye level can help solve this issue.

I've never seen this angle work for anyone.

Avoid, avoid, avoid.

SO, what else do you need to know?

If you are on a laptop or your computer filming yourself look directly into the camera lens, not at the screen shot of yourself to make your message heard.
(It's hard, I know but it makes a difference)

If you can't look into the lens then turn your head slightly to one side to make it look like you are telling a story or being interviewed.

NOTE: This ONLY works if you are telling a story.

Shaky videos make you look amateur.
Yes, holding the camera will result in a shaky, blurred image that is hard to watch. It will also devalue the content of your videos.

Whatever device you are using for your videos make sure it's on stable ground!

The ONLY time a shaky video is ok is if you are filming on the go and you have no other option.

BUT think about it, if you want to shoot an action video is there a way you can use a travel tripod of prop your camera/phone in such a way that you get the full atmosphere of your surroundings AND create a GREAT video?

Remember there are no real rules when it comes to making videos.

This guide is designed to simply give you a few pointers on how to get started or improve on your current video efforts.

Personally I feel I have a long way to go with video, but I put enormous pressure on myself.

I follow the rules in order hide my camera shyness (which I hope will change as the series progresses and you have a large part to play in this!)
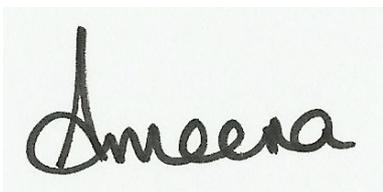
I hope you found this guide useful. My promise is to give you straight up tips and marketing advice minus the jargon.

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More great stuff to come … I promise!

To creativity,