

**These are some tips
regarding videos for the
VIDEO DEDICATIONS**

1. Do not shoot vertical when you take the video



Computer monitors, televisions, even websites, all have landscape-oriented displays. You wouldn't expect to go to the cinema and see the screen turned on its side. We live in a widescreen world.

2. Use a tripod

Most digital cameras can be used with a lot of basic tripods, and there are adapter clips for smartphones that can work with these tripods too. You'll never have unstable footage again.

3. Do not use digital zoom

If you want to zoom in with a smartphone without it looking like pixelated garbage, then simply walk closer to your subject.

4. Lighting

The best lighting source to use is free and accessible for almost everyone: the sun. Natural lighting looks great in almost every instance. Face your subject toward a window for great natural light. Never have the window behind the subject though or else you will be left with a silhouette.

5. Exposure and focus

Simply tap on your subject using your smartphone's default app to manually lock exposure and focus in your footage. This can be adjusted whilst filming. Most modern digital cameras also offer this tap feature. If not, a 'half-press' of the capture button will do this.

6. Audio recording

Most of the time, recording audio directly from the camera's built-in microphone will suffice, but if you are outside, wind noise can be a problem. For best results, record inside in a quiet space so your audio is clear and your message is heard.

Once you videotape your Video Dedication and save it, please prepare to **FORWARD** the receipt you received from your Ad/Video Dedication purchase, **attach your 20 seconds (or less) video** and submit to: souvenirads2021@gmail.com