

DO IT YOURSELF VIDEO GREETINGS



FRAMING

- Film your video vertically, standing roughly 3-5 feet from your phone. Ensure that you are visible from the waist up. Center yourself vertically and horizontally in the viewfinder.



IDEAL FRAMING



DIRECTION

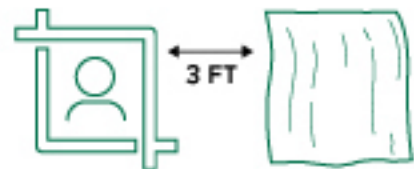
LOCATION

First step: Select an ideal location. **Experiment with different areas of your space, inside and out, at different times of day** to get the best lighting possible. Because you want indirect sunlight, being near a window or outside on a cloudy day may work best. Put your camera on selfie mode and walk around to scout out potential spots for your shoot.



LIGHTING

As you look for the best lighting, be sure to keep the background in mind. Choose a blank, neutral-colored wall, or a festive backdrop. You should stand about three feet in front of your backdrop when you film your video and face your light source.



CLEAN LENS

Be sure to **clean your phone's camera lens**. This small detail can make a huge difference.



TIMING

If you don't have a friend to help film you- set up your phone to film, and trim down your footage later.

OPTIONS

Stand with good posture, smile, and use your hands if you feel comfortable. Wear festive clothing if desired.