

How to Film a Horizontal Video

The Important Stuff:

- **Use your phone's back camera and film in a *horizontal orientation*.**
 - **Make sure that you are evenly lit with no harsh shadows across your face.**
 - **Film in a quiet area away from loud air conditioning, street noises, etc.**
 - **Your camera should be completely still, either on a tripod or a makeshift platform.**
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Camera Equipment

The highest quality camera you have is probably the back camera on your smartphone. Front facing cameras on phones and computers don't quite do the trick. Unless you have a DSLR camera that you are comfortable using, use your phone's back camera.

To keep the camera stable, use either a tripod or a makeshift platform like a shelf or stack of books – just don't hold the camera in your hands or on your lap.

Lighting & Sound

Lighting is so important! Front-facing natural light from a window is ideal. A ring light is great if you have access to one. The goal should be bright, even lighting, without awkward shadows.

Film in a quiet place away from loud or persistent noises (this includes buzzing air conditioners, etc.) Stay away from vaulted ceilings and large spaces that echo. As long as nothing is rubbing against the microphone, your phone's camera audio should be adequate as well. An external recorder or microphone is great, but not necessary if you don't have one on hand.

Composition

Before you begin recording, take a look at the space behind you - remove any unwanted objects and feel free spruce it up a bit! You can add flowers, books, or even wall art!

Your body should be centered in the frame from waist or mid-torso up. Make sure that there is plenty of head room (space between the top of your head and where the video cuts off) so that you don't look too crowded. Check out the image at the bottom of this document for examples.

Recording

Before you begin recording, choose an outfit that makes you feel like YOU – comfortable and confident. Just make sure that there are no brands or logos visible in your shot. Do a 10-second test before you start filming. Watch the replay. Is the camera steady? Are you right in the middle of the frame? Does it sound okay? If all looks good, carry on with filming!

After hitting record and settling, count to three (in your head). After you finish speaking and before reaching to turn your camera off, count to three again. This allows us room for edits.

Recording (cont'd)

Look directly into the camera while you speak. The camera should be pointed right at eye level. Remember that you are addressing an audience of book lovers and fans and not the HarperCollins marketing or video teams. No need to impress us – we already know you'll do great!

Once you've finished, watch your video back to make sure you said everything you needed to, your audio is good quality all the way through, and there are no mistakes that need to be fixed. You can send us the video via email, using the highest quality option with the least amount of compression.

That's it! Hit record, create a masterpiece, and we'll share it with the world!

If you need any assistance or have any questions, please reach out to our video manager, Blake Hudson - blake.hudson@harpercollins.com

Composition and head room examples:

