

Setting up the Camera for Video Introductions

There are lots of ways to set up a camera or smart phone to record the best video. Experiment a bit and find the best way for you. These are just suggestions of things that seem to work well, if you have a great process already that's cool too! Don't be intimidated, it's very simple really!

I use my smart phone set to “record” in the camera app and then use an app called “perfect video” to edit and stitch different bits together. There are lots of easy apps to use, and some good free computer programs too. But if you really can't work out how to edit pieces together don't worry – so long as each segment is how you want it, you can send me the individual bits and I'll stitch them together.

- Using a tripod or selfie stick to get the camera to the right height is the easiest option, but you can also try piles of books or pieces of Blu-tack to help hold it square and steady.
- Make sure your camera is filming in “landscape” format so that it will upload onto our computer screens nicely.
- The most flattering height when talking to camera is to position it either exactly parallel to your head, or a little bit above and angled down.
- Use natural light if you can, such as from a window. If it's a really bright sunny day you can drape a piece of net or muslin over the window to soften the light and get rid of harsh shadows.
- Make sure you are facing into the light, not filming with the light behind you, or you will be a silhouette!
- Make sure the camera is nice and stable and it's not going to get knocked or fall over!
- Try and keep the background behind you as calm and clear as possible – it can be lovely to have an interesting studio space in view while you are doing an intro and talking to camera, but if you are doing close ups of techniques you'll want a clear, clean table on which to show those techniques.

Recording any useful/tricky processes

Some concepts can be quite hard to understand with words and photos alone, so recording these steps on video is a perfect opportunity to demonstrate a technique that people might otherwise find difficult to follow.

- Make sure your camera is set up with plenty of light on the area you are demonstrating, with the focus close up if necessary.
- Wash your hands and clean your nails (I know it's obvious... but my hands are always covered in glue and paint!!!)
- You don't have to use an actual garment, sometimes things are easier to explain when made up as a sample afterwards
- Practise how you are going to explain it first, maybe reading from your written article
- Remember: you can film it more than once if it doesn't go right the first time!
- Tell us which process you are showing us, and then speak nice and clearly as you demonstrate the technique
- You can individually video as many steps as you think will be useful.

Example: “This is the best stitch for attaching the bias binding invisibly around the edge of the hat brim by hand. I call it slip stitch, but other people may have a different name. Take a tiny horizontal stitch through the fold of the bias, then, where the thread emerges from the bias, insert the needle in the main fabric, taking a stitch of the same size horizontally....”