

Strategy

What's your purpose?

Why is this a public purpose? Has it been clearly defined? Has it been achieved? The idea of video being had by the public at large should be considered by the Office of Public Information and Public Affairs.

Light

Is this my best angle?

What does the angle look like? Can I see it? Is it a good angle? What is behind the scene? Is it a good angle? Is it a good angle? Is it a good angle? Is it a good angle? Is it a good angle? Is it a good angle? Is it a good angle?

Sound

Silence is golden.

How does the sound of the media sound? Can you hear it? Is it a good sound? Is it a good sound? Is it a good sound? Is it a good sound? Is it a good sound? Is it a good sound? Is it a good sound? Is it a good sound?

Equipment

It's all in your pocket.

Adjust the camera settings, especially the white balance and exposure, to get the best results possible.

Stabilize

Don't rock the boat.

Use a tripod, handheld stabilizer, or a gimbal to keep the camera steady. Filming on a boat is especially challenging, so use a gimbal to stabilize the camera.

Edit

Lipstick on a pig

Small adjustments to the color and contrast of the video can make a big difference. Use a color grading tool to adjust the color and contrast of the video. Use a color grading tool to adjust the color and contrast of the video. Use a color grading tool to adjust the color and contrast of the video. Use a color grading tool to adjust the color and contrast of the video. Use a color grading tool to adjust the color and contrast of the video. Use a color grading tool to adjust the color and contrast of the video. Use a color grading tool to adjust the color and contrast of the video. Use a color grading tool to adjust the color and contrast of the video.

GUIDELINES FOR POSTING VIDEOS

Departments/Offices/Administrators:

- **Internally Shared Videos:** Videos of internal events, faculty affairs can be added to VidGrid accounts, either via the upload accessibility page.
- **Externally Shared Videos:** Videos available, linked social media has been added to the website will be held in a public place. YouTube channel, which is a page of the Office of Public Affairs. Do not contact either of the channels.

Send publicinfo@ut.edu a link to the video in a letterhead or a Department of Public Affairs will be held in a public place. YouTube, social media and a link to the website.

Public Affairs will be held in a public place. See the accessibility page of the UT Blackboard. The page is located in the footer of the website, but the link is not visible. **Professional freelance videographers are available for hire. For additional information on freelancers, email publicinfo@ut.edu.**

Faculty/Instructors of Online Courses:

You will have the option to add videos to your course page. The page is located in the footer of the website, but the link is not visible. **Professional freelance videographers are available for hire. For additional information on freelancers, email publicinfo@ut.edu.**

TIPS FOR CREATING SUCCESSFUL VIDEOS WITH YOUR PHONE

Setting Up

1. Whenever possible, **film your video with a phone rather than a webcam.** Optimize the camera settings.
2. When filming, hold the phone steady. Use a tripod or a stand if possible.
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Video Filming Guide

6. AE/AF-Lock will help you take a perfect photo when you're in a moving scene. Press the AE/AF-Lock button (marked with a square) to lock exposure and focus. This feature keeps the camera's focus locked on the subject you've selected. To use AE/AF-Lock, press the AE/AF-Lock button. The camera will display "AE-Lock On" or "AF-Lock On" in the viewfinder. To cancel the lock, press the AE/AF-Lock button again.
7. Audio: Camera has a built-in microphone. To adjust audio settings, go to **Click Settings > Voice Memos > Audio Quality**. Change the audio quality to match the recording environment. To mute the camera's microphone, press the Mute button on the side of the camera.
8. Light: Use a light source to illuminate your subject. This can be a desk lamp, a light fixture, or a light source. Avoid backlighting, which can cause the subject to appear washed out. A 45-degree angle is best. Use a light source to create a soft, natural-looking light. Use a light source to create a soft, natural-looking light. Use a light source to create a soft, natural-looking light.

Filming

1. Look through the viewfinder to frame your subject. Press the Record button to start filming. Press the Stop button to stop filming. Press the Play button to review the footage.
2. Adjust the camera's settings for the scene. Press the Menu button to access the settings menu. Press the Enter button to select a setting. Press the Exit button to return to the previous menu.
3. Speak clearly into the microphone. Avoid background noise. Use a pop filter to reduce plosives. Use a windscreen to reduce wind noise.
4. Hold the camera steady. Use a tripod or a stabilizer. Use a gimbal for smooth motion. Use a shoulder mount for stability.
5. Record in a quiet location. Avoid background noise. Use a windscreen to reduce wind noise. Use a pop filter to reduce plosives.

Editing

1. If you have multiple clips, you can edit them together. Use the Trim tool to remove unwanted parts of a clip. Use the Split tool to divide a clip into two. Use the Join tool to combine two clips. Use the Mute tool to mute a clip.
2. If you decide to edit a clip, use the Edit tool. Press the Edit button to access the edit menu. Press the Enter button to select a clip. Press the Exit button to return to the previous menu.
3. Preview the edited clip. Press the Play button to preview the edited clip. Press the Stop button to stop previewing. Press the Exit button to return to the previous menu.
4. Video editing software is available for purchase. Use a professional video editing software. Use a professional video editing software. Use a professional video editing software. Use a professional video editing software. Use a professional video editing software.

Video Filming Guide