

## *Tips for producing course videos*

As a premier online course and retreat provider, it is important that the quality of your videos are at a high standard so that Questers have a wonderful experience through your professional presentation.

This is important to our brand, to align with Coaches who can create high quality videos, providing great value for money, and encourage our Questers to enroll into more of your courses.

We do not want any exclusive rights to your content. If you are using this on your website, on other platforms and generating more business for yourself through these channels, that's fantastic!

Following these tips will assist in producing high quality videos.

### Scripting

- Don't mention time of day, date or weather as it will date your video.
- Preplan your course information to keep on-task or use a script.
- Use Teleprompter software to read from a script easily while filming. There are free and paid software options to use on a device while you are shooting, with a video camera, or a smartphone or iPad.

### Audio

- Use a clear voice and project to the microphone.
- Don't put the microphone too close to your face or it will distort the audio.
- Use a quiet location without background noise.
- Try to avoid a location that echoes.
- Don't include any music playing in the background unless you own it. Instead, [create a playlist in Spotify](#) and/or [make a playlist in the Apple Music app](#) and you can have the playlist/s embedded into your modules for questers to listen along.
- If you have written and produced your own music and want to use this in your video, please provide us with written approval for use on the OneQuest website.
- If you're moving during your video, lapel microphones are ideal.
- If you are stationary, you can use a condenser or shotgun microphone that is directional and attached to your camera, boom or tripod.

We have tested recording videos on an iPhone, without a microphone, with a Rode and Shotgun microphone and we have found that there are a range of recording factors that should be considered before you make the decision to start creating videos.

## ACTIVE MOVEMENT RECORDINGS

For active instructional videos where the instructor is moving while recording, based on our testing, we believe a headset mic would provide the highest quality audio recording for active videos. The microphone is attached and in a fixed position with the microphone in front of the mouth. The [Rode headset](#) is one product we have found as an example of a headset.

## STATIONERY RECORDINGS

For instructional videos where you are stationary and the microphone can be placed close to your body, a shotgun mic or an attached mic are ideal options. It is worth noting that an attached mic can result in some "scratching" if there is any rubbing on the mic with clothing. An attached mic should be placed at the throat, close to your mouth or in a position where it is least likely to have anything rub over it during recording.

It is always recommended that you test the equipment you plan to use, do a few short recordings and listen to the playback to ensure everything is working and at the highest possible standard that you can achieve.

Below are some links and examples of different microphone, tripod and kits for different purposes:

- [Movo Smartphone Rig](#) \$178
- [Movo Tripod](#) \$89
- [Rode Wired Microphone](#) (\$77 from JB HiFi)
- [Rode Wireless Go II double Microphone](#) (\$439 from Camera House)
- [Rode Wireless Go single Microphone](#) (\$299 from Camera House)
- [Rode Headset](#) (\$399 from Camera House)
- [Rode Smartphone Rig](#)

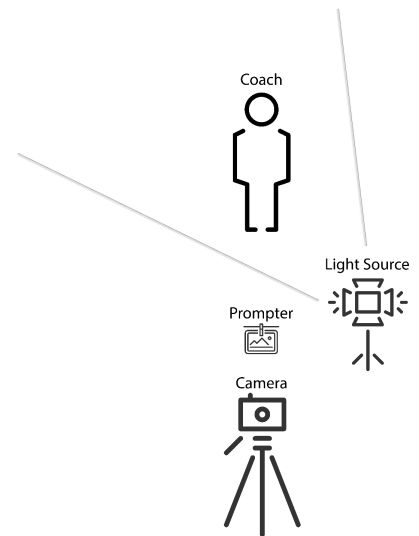
The screenshots below are examples of audio and video setups that could be used with phone cameras. The cost to purchase the Movo Tripod, Smartphone Rig, Rode Microphone and Headset is approx. AUD\$1,000.



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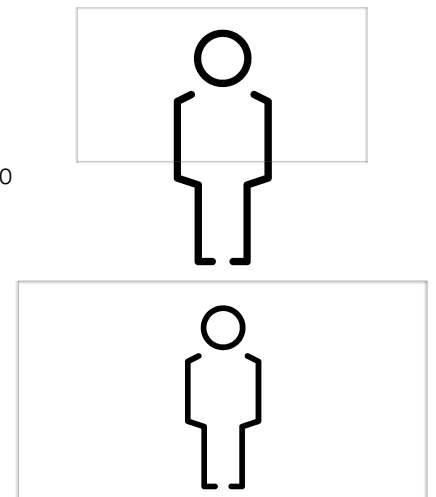
## Lighting

- Film indoors with natural light or use LED lighting for more consistency.
- More professional lighting consists of a close main light side-on to the subject at roughly 45 degrees, a fill light at the opposite angle to soften shadows and a backlight for depth.
- Camera should be **white balanced** before you start.
- Camera should be a different **hertz** to lighting so there isn't any light flickering which can happen when using fluro lighting.
- LED Halo lights work well for lighting the face.
- Use solid colours for clothing - no stripes.



## Video

- Film horizontally and frame the video subject/scene aesthetically.
- Film with a serene or minimalist background or a lovely landscape. No bedrooms, living rooms or cluttered areas.
- Use candles, plants, incense or props suited to your course.
- Always use a tripod or camera stand to lock the camera in place.
- Switch off the autofocus on your camera when shooting static shots so the camera isn't hunting in and out of focus.
- Use high-resolution webcam, smartphone, SLR or video camera.
- Take care to not move items in shot between takes to keep continuity.
- **Upload video to Vimeo** in one file with audio and video together.



PLEASE NOTE: We would like you to upload videos that do not have your personal or business branding on them. Your Coach Profile will enable Questers to connect with you directly for any ongoing services.

## Editing

- You can use video editing software like iMovie, Final Cut Pro, Adobe Premiere Pro, Davinci Resolve, Lightworks or Corel VideoStudio to cut your videos and ensure that the audio levels are consistent.
- Do not add any name labels, branding, logos or graphics to your videos without prior permission.
- Use simple straight cuts between scenes and do not use any fancy dissolves or transitions.
- See Vimeo compression tutorials for exporting from Final Cut, Adobe Premiere Pro, iMovie, Compressor and Handbrake straight into a Vimeo-ready format.

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
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## Filming Locations


Below are examples of the studios and backdrops we have found on YouTube that we believe would be ideal for our Coaches. We are looking for high-quality video recordings and hope you will be able to reproduce or have access to something like the below. We have separated these recordings by those recorded live and those recorded with audio added as a voiceover, after it has been filmed.

## STUDIO EXAMPLES



 **growingannanas** ✓  
2.9M subscribers



 **Yoga With Adri...** ✓  
11.9M subscribers

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**MadFit** ✓  
7.78M subscribers



**lululemon**  
283K subscribers



**Breathe and Flow** ✓  
635K subscribers

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**David Bangean**  
25.3K subscribers



**Lavendaire** ✓  
2.02M subscribers



**Eye on Tech**  
55.1K subscribers

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ya **YouAligned**  
316K subscribers



 **Boho Beautiful ...** ✓  
2.68M subscribers



 **Move With Nicole** ✓  
1.54M subscribers

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**Rainbow Plant Life** ✓  
1.01M subscribers



**Ali Abdaal** ✓  
4.07M subscribers



**Thomas Frank** ✓  
2.88M subscribers

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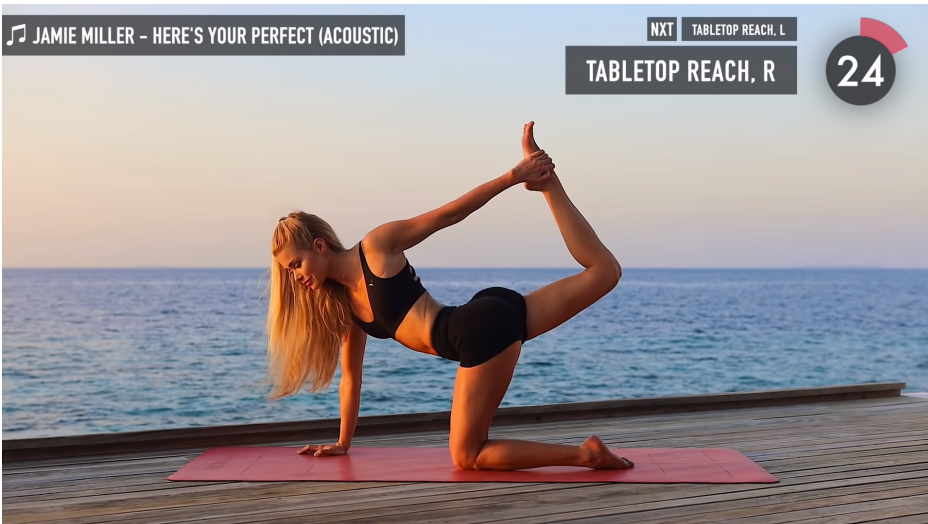
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**melina ophelia**  
24.8K subscribers



gr



**Pamela Reif** ✓  
9.45M subscribers



**Fit Media Channel**  
1.85M subscribers

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