

Recording your video testimonial

A simple FIDI guide for recording at home

- **Keep it short.** Aim for under 2 minutes. A focused, concise video is far more effective than a lengthy one.
- **Introducing yourself.** Begin with your first name. Please **DO NOT** mention your company name or job title.

Setting up your shot

- **Hold your phone sideways.** Always film in landscape (horizontal) mode.
- **Choose a plain background.** A white or light-coloured wall is ideal. Avoid filming in front of windows, cluttered shelves, or visually busy environments. If your wall is white, avoid wearing white.
- **Face the light.** Natural daylight produces the best results. Position yourself facing a window rather than with your back to it. If no window is available, a bright lamp placed in front of you is a suitable alternative.
- **Allow for headroom.** Avoid filling the entire frame with your face. Leave a space above your head — this is referred to as headroom
- **Don't zoom in.** A wider angle is better because it means that you can be closer to the camera. The editor will crop as necessary when we edit.

A few additional recommendations

- **Audio quality is as important as picture quality.** Record in a quiet environment. Close doors, disable background music, and keep away from fans or air conditioning units.
- **Stabilise your device.** Prop your phone against a solid surface or use a stand. Shaky footage is difficult to watch.
- **Look directly at the camera lens, not the screen.** This may feel counterintuitive, but it creates the impression of direct eye.
- **Test it first.** Record 10 seconds of footage, review the video, and verify the audio, lighting, and framing before proceeding with the full take.
- **Speak naturally, not from a script.** A few bullet points outlining your key messages are sufficient. Authentic, conversational is better

Pro tips

**These are optional.*

- **Use the back camera & film in 4K.** Many phones these days allow you to film in 4K quality, select that option if you can. The file will be bigger to send, but the quality will be better.
- **Preferred frame rate.** If possible configure your camera app to film in either 60p or 50p. If this is not possible 30p and 25p (this is the default) is alright.

If you have any questions or require assistance, please don't hesitate to get in touch.