

Video Testimonial Filming Guide



<https://youtu.be/DEvX4gmTtGM>

EQUIPMENT

VIDEO

- 1 or 2 DSLR cameras is typically the go to setup for filming testimonials.
- Filming a testimonial on a phone is not ideal as you won't get the same quality needed to make the video look professional.
- Accompany the DSLR(s) with a tripod to hold it steady for the duration of the shoot.
([The best DSLR for video in 2024: create fantastic full HD and 4K video](#))

AUDIO

- Wireless lavalier microphones work best for filming testimonials.
- The wireless microphones can be connected to the camera or an audio recording device (like a Zoom H4N).
- The separately recorded audio can be synced up with the video in the editing process later on.
([Best lavalier microphone in 2024: tiny mics to clip to your clothes](#))

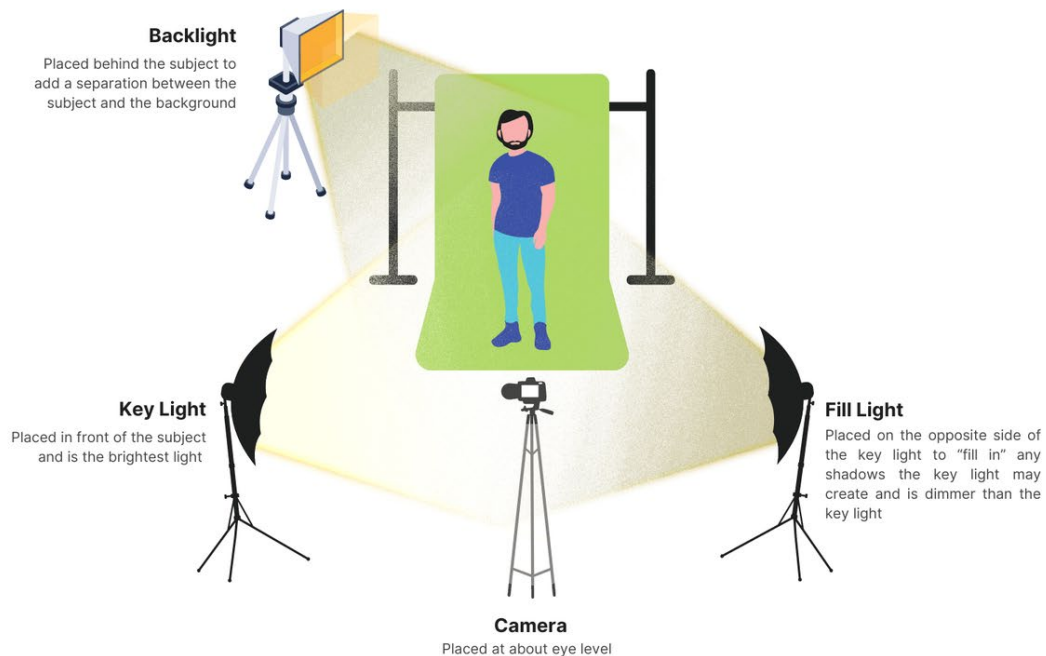
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LIGHTS

- For something like testimonials, you can typically just film in a well lit room. However, if you have the time and resources to setup lights, it has the potential to make the video look a bit more professional. Cheap light kits can be found on websites like Amazon.
- Below is an example of a 3 point lighting system. Using this setup can help to reduce shadows and makes the subject's face more visible.

Three-Point Lighting System





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FILMING

- Be sure that cameras and microphones are all setup and rolling before beginning the testimonial shoot. Shooting in 4K resolution @ either 24, 30, or 60 FPS works well.
- Frame the person being interviewed center or off to one side and have them look towards the interviewer (who is sitting beside the camera). Adjust the subject's eye line if necessary. Use a background that is not too busy or distracting.
- If using a 2 camera setup, have the 2nd camera setup in a way to film more of a side profile of the subject at a closer distance (see example testimonial above).
- It is ****KEY**** that the interviewer asks open ended questions so that the subject gives more detailed info. Without this, the testimonial can get lost in the editing process.

So “what’s your name” becomes “can you introduce yourself and tell us a little about what you do?”

OR

“What do you like most?” becomes “Can you talk us through some of the things you like most about X company/event?”

- Don't be afraid to over shoot and talk with the subject in between questions to get them comfortable and natural on camera. Keep cameras rolling and let the interviewer and subject get in the groove.

UPLOADING FOOTAGE

- Upload your video/audio files to an online file storage service like Google Drive or DropBox for safe keeping and so that you can share it with your editors.
- Be sure to set the sharing permissions correctly when sending the files to others so that they don't have to request access later on.

