



## OHIO PHARMACISTS ASSOCIATION

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### **Recording Guidelines**

Please use the following guidelines when recording a video for OPA's Annual Conference and Trade Show:

#### **Audio**

- Focus on quality audio above all else. Bad sound can ruin a terrific video.
- Put yourself in a quiet place, free of people, traffic, fans, and other white noise.
- Let others in your home or office know that you're filming to minimize distractions and noise.
- If possible, find a simple microphone, or use the mic from your headphones.

#### **Light**

- Take a few extra moments to find good lighting, using natural light from windows or the sun if possible. If using natural light, be careful of weather-related changes to the light intensity.
- Make sure both sides of your face are lit, potentially from two different light sources at different angles.
- Make sure you are facing the primary light source, like a lamp or a window. Putting bright sources of light behind you can create shadows and silhouettes.

#### **Preparing to Record**

- Test your sound, video, and lighting before recording.
- Turn off phones, notifications, and other distracting noises.
- Prepare your notes
- Practice what you would like to say a few times in order to keep it clear and concise.
- Wear solid-color clothing if possible. Bold patterns can be distracting on camera.

Preferred format for video submission is YouTube, Vimeo or Wistia. Other formats can be accepted.