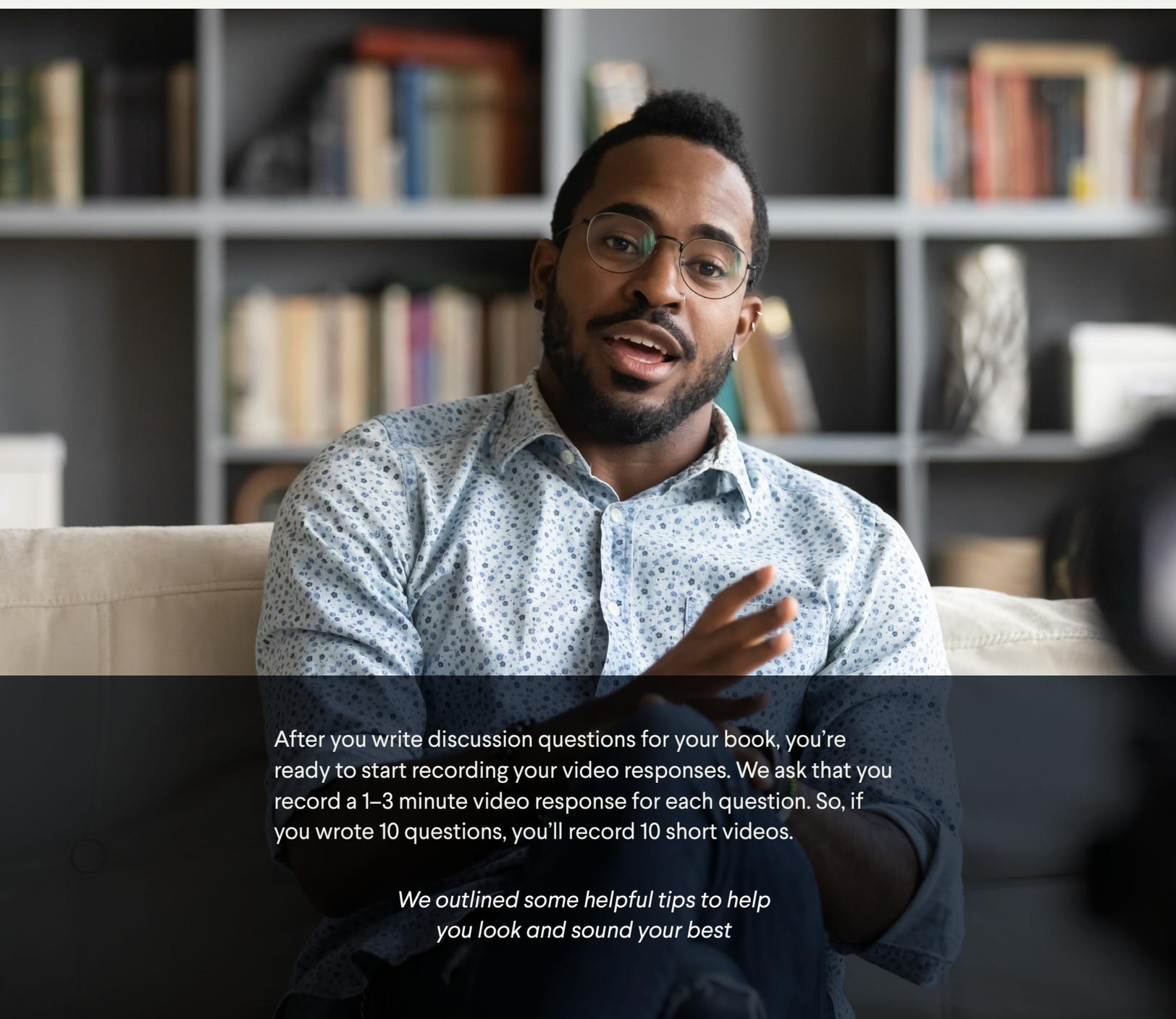




How to record videos for BookClub

Filming your candid responses to book discussion guide questions



After you write discussion questions for your book, you're ready to start recording your video responses. We ask that you record a 1–3 minute video response for each question. So, if you wrote 10 questions, you'll record 10 short videos.

We outlined some helpful tips to help you look and sound your best



Prepare your responses

Here's the prompt: You're part of a discussion group talking about your book. Everyone in the group can join the discussion, but you're the only one who can speak from the author's point of view.

When you record video responses for each discussion question be sure to:

1. Read the question out loud at the start of your video.
2. Provide any context you think is necessary to help readers understand who or what you're talking about.
3. Then give readers the backstory or big reveal they can only get from you, the author.

We don't want the technical aspects of recording your videos to get in the way of your responses. Rather than being formal or perfect, your videos should be interesting and revealing. That said, we also want to help you look and sound your best. *Keep reading to learn how.*



First things first

One of the first videos we'll need from you is an introduction - both to you and to the book.

This video will give readers a chance to see your face, hear your voice, and connect with you a little before diving into the rest of your content. We've drafted an example below to get you started, but personalize it as much as you'd like to!

“Hi, I’m _____, the author of _____.

I am so excited to dive deeper into this book with you.

(Give a brief description of your book, why you wrote it, or what you hope to discuss with readers.)

I can't wait to see what we learn together.”



Check your camera equipment

Record your videos with a smartphone, webcam-enabled computer (laptop or desktop), or pro camera gear. Choose a set-up that fits your comfort level.

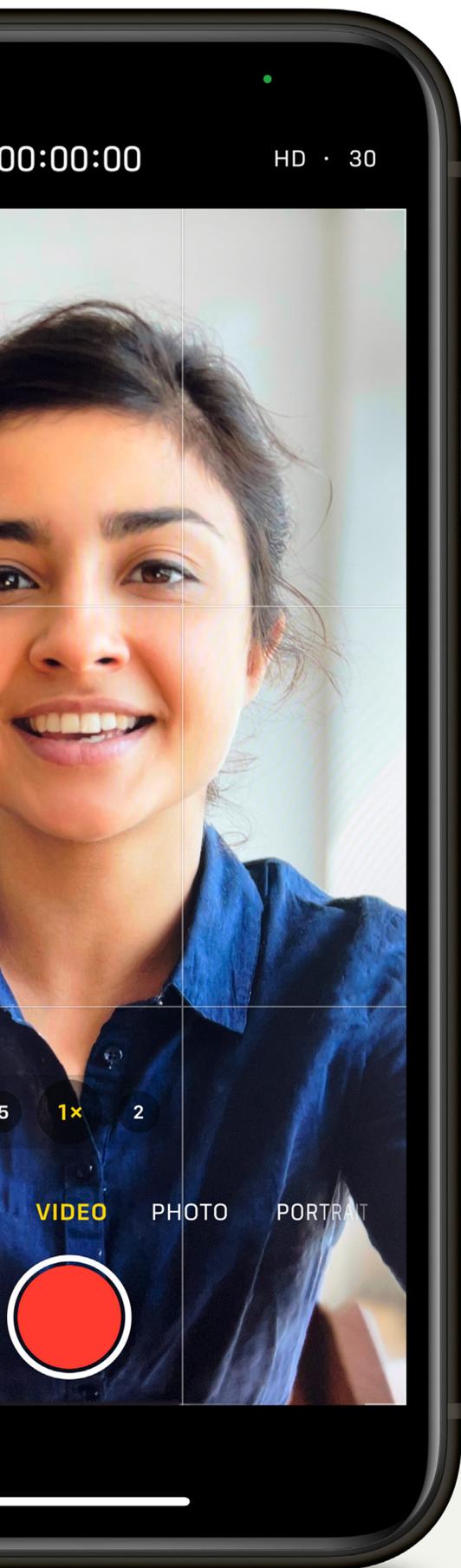
Most smartphones have two sets of cameras: one on the back for taking pictures or filming videos of others, and a front-facing camera commonly referred to as a “selfie” camera.



Filming with a partner: If someone is helping you film, we recommend using *the camera on the back of your phone* because it’s typically higher quality.



Filming on your own: If you film content solo, we recommend using *the front-facing camera* so you can see yourself on the screen as you record.



Changing your camera settings

If your smartphone allows you to change the camera settings (most newer iPhone and Android phones do), please use these for best results:

Minimum settings: 720p resolution

Best settings: 4K and 24 fps

Using a Webcam-Enabled Desktop Computer or Laptop

Most computers made within the last five years have webcams, but not all are of the same quality. Check your computer's webcam settings (Mac/PC). It should be capable of 720p resolution. Test your computer's webcam resolution here: <https://www.lifewire.com/what-is-and-how-to-test-webcam-4163134>

Third-party webcams are a great option if your computer doesn't have a webcam, or if you'd like to use a higher quality camera than the one included with your computer. Some quality options include:

WEBCAMS

- Logitech C920 / C920S
- Logitech C930e
- Logitech C525 HD Webcam
- Logitech Brio
- Razer Kiyo
- Microsoft Lifecam Studio
- Ausdom AF640
- Loooca 4K Webcam with Cover and Tripod



Quality microphones and attention to lighting can greatly improve the quality of your recording. Below are a few options we've used, but feel free to use what you please.

MICROPHONES (IPHONE)

- Shure MV88
- Rode SC6-L
- Rode VideoMic Me (uses headphone jack)
- Sennheiser ClipMic

MICROPHONES (ANDROID)

- Rode SmartLav+
- Shure MVL
- Audio-Technica ATR3350iS
- Movo PM10

MICROPHONES (COMPUTER)

- Blue Snowball USB Microphone
- Sure MV5 Digital Condenser Microphone
- Fifine Metal Condenser Recording Microphone
- Audio-Technica AT2020USB+ Cardioid Condenser USB Microphone

STANDS

- Joby GorillaPod
- MAGIPEA mobile phone stand
- SourceYoozon Selfie Stick
- SourceMpow Selfie Stick

LIGHTING

If you're filming with your phone, a ring light is an easy way to add the perfect lighting to accent your face in a balanced way.

- Emart 10-inch Selfie Ring Light
- Whellen Selfie Ring Light

Note: This list is not exhaustive, and should not be considered an endorsement. Please do your own research prior to making a purchase.





Consider lighting & background

Even without a pro setup, good lighting and background will help boost the overall quality of your videos. Here's how to get the best results depending on when and where you decide to film:

Daytime lighting: Natural light from a window is best for filming indoors during the day. Ideally, the window should be in front of you (but in the shadows) to give you a soft, diffused light. Don't record at sunset or any time the light may change. And, to avoid shadows on your face or in the background, don't film too close to a wall or with light directly behind you.

Nighttime lighting: Lamplight is best for filming indoors at night. The lamp (almost any kind will work) should be bright but diffused to give you soft light with minimal shadows. Place the lamp even with or just above your head. If it's too far in either direction, you'll have shadows on your face.



Background: The background for your videos should reflect who you are without being overly busy. The room or background you use for filming may depend on the quality of lighting you can achieve in that space.



Position yourself and your camera

We've found that people give the best responses when they feel comfortable. Before you start filming, decide whether you'll be more at ease sitting or standing. Either way, sit or stand a few feet back from the camera so you have head room and can talk expressively without going out of frame.

If seated, sit up straight and don't slouch. Put a pillow behind your back if you need extra support for good posture.

If standing, keep movement to minimum without appearing stiff. Avoid swaying so the camera doesn't go out of focus.

Once you know how and where you'll be positioned, decide where to put your camera. Low camera angles are typically less flattering. Here are some suggestions for filming from a higher angle:



Get a helping hand, If you're filming with the help of a friend or family member, ask them to hold your phone or laptop while you record.



Use a tripod or stand, you don't need anything fancy. Setting up an inexpensive phone tripod on a coffee table or desk will give you the most control over the angle so you can focus on your responses.



Add some height, place the stand or tripod on a stack of books. Do the same if you're using a laptop—prop it up on a shelf or book stack so you can tilt the screen forward and film yourself at a straight-on angle.



Please note:

When filming with a laptop or desktop computer, keep in mind that your video will be cropped to fit a vertical-video aspect ratio (9:16). You'll need to sit a few feet away from your computer so you appear a bit smaller in the frame.



Filming with a desktop computer

If you film your responses with a desktop computer, you'll have special considerations for lighting, background, and positioning.

Lighting

Turn on the overhead lights in the room and ensure your face is evenly lit.

Background

We don't recommend moving your desktop computer, but we do suggest that you consider adjusting the background to reflect who you are without being overly busy.

Positioning

If possible, raise your monitor up to film at a higher angle. Then, scoot back a few feet so you fill less of the frame.

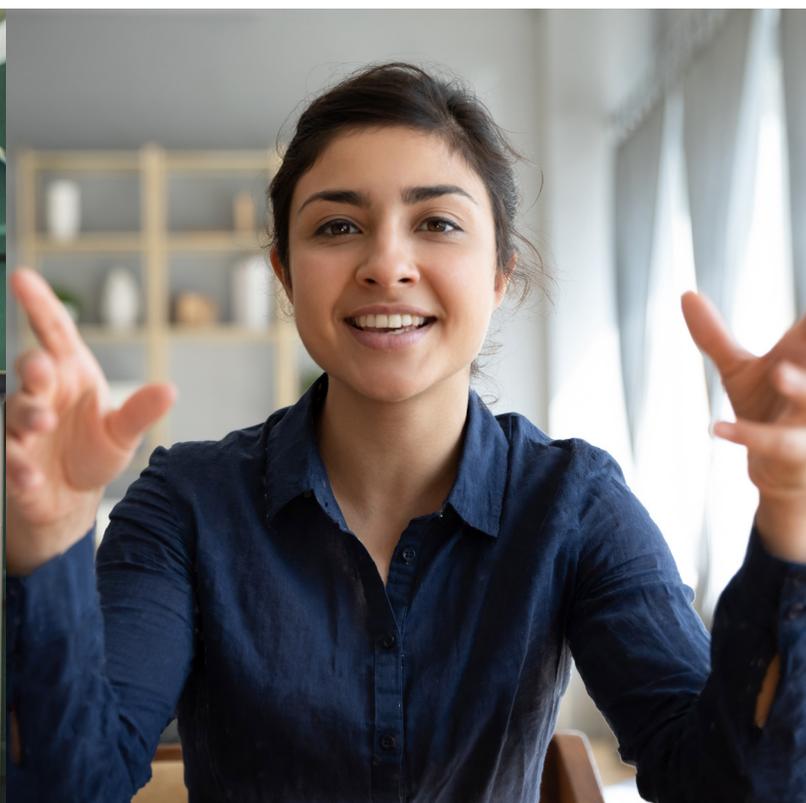


Choose your wardrobe

Wear what's comfortable for you, but make sure your clothing is clean and wrinkle-free. You don't have to wear or avoid any particular color, but jewel tones such as emerald green, ruby red, sapphire blue, and others in that vein typically look best on camera.

Please don't wear:

- A hat
- Apparel with logos, brand names, or words
- Tight patterns such as checkers, thin stripes, tightly packed dots, or herringbone
- Jewelry that's reflective, overly busy, or that makes noise when you move





Hit record

Before you hit the record button, relax, compose your thoughts, and follow these instructions:



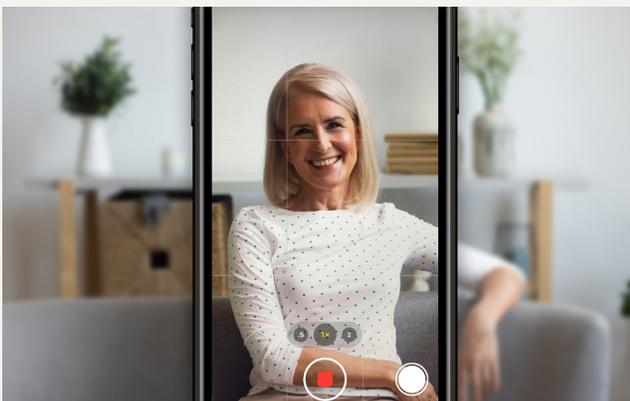
Record your videos vertically

If you're using a smartphone, keep the camera lens upright. Don't turn your phone on its side.



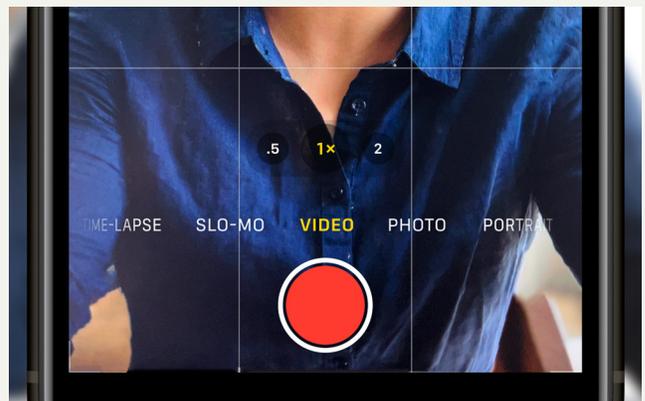
Look into the lens

It may feel awkward to look at the lens instead of the screen, but it will help you seem more present and personable.



Frame to the top third of the screen

Your eyes should be around one-third of the way down from the top of the screen.



Make a new video for each question

Stop the camera after each response and start it again for each new discussion question.



Sending us your video responses

Once you are done filming your video responses, save them to your camera library and navigate to the following URL on your computer or phone:

bookclub.com/aup-2

Once you've uploaded your videos, they will be reviewed by our content team. When they have been approved, we'll be in touch with the next steps to complete your book's profile on BookClub.