



Greater Washington
Urban League

Empowering Communities.
Changing Lives.



Video Essay Filming Best Practices

- Always film with the camera in landscape by turning the phone horizontal.
- Make sure that you are in a quiet room. Turn off televisions, fans, and shut doors to noisy hallways. Make sure you are close enough to the device that you can easily be heard when you play it back. Speak clearly and project your voice.
- Turn your phone on airplane mode.
- If it's very sunny, don't film outside or directly in full sun.
- Try to do the recording in a room with a lot of light, but don't shoot directly in front of a window to avoid looking like the picture below.
- Check your background to ensure the setting is professional and clear of any distractions
- Check the resolution and lens of your video camera to ensure that you can be seen clearly.
- Use the camera angle to your favor! You want to look like you are talking directly to the viewers. The best way to achieve this keeping your camera at eye-level and front-facing.
- Don't use the zoom-in/zoom-out feature and avoid moving the phone while filming.
- Try to position yourself in the center of the camera.
- Practice your key points until they sound smooth and natural. Record a few test runs and make any necessary adjustments.
- If you fumble, stop recording and start a new video.
- Title your file professionally (ex. FirstName_LastName_ScholarshipVideo.mp4)
- Resolution for the video needs to be **1920x1080 (1080 HD at 60 fps or higher)**
- We ***strongly encourage*** you to record your video using a smartphone or high-quality digital camera
- Ensure the final version is within the **120 second time limit**.
- Ensure the link is accessible and configured to allow viewing by "anyone with the link" when uploading to a shareable drive or video streaming platform.
- Be authentic and have fun!



Portrait Orientation



Landscape Orientation

