



HOW TO SHOOT THE PERFECT VIDEO INTERVIEW

Shooting Great Chats – you can do this!

If you are out and about and wanting to shoot some great chats or even some quick vox pops content, then these insider TV tips should keep things simple and make sure you come back with winning content you can use:

USE A TRIPOD OR HOLD STEADY

If you don't have a tripod, it's going to be harder to shoot great interviews. You need to make sure you're holding your smartphone steady! Put it in a U rig or hold it with both hands and have your elbows pressed against your body to stop any shakes, or lean against a wall or lorry. If you are buying a tripod, you don't need to spend a lot. Choose one with full height options and with a level bubble on it, so you don't shoot any chats on a slant!

USE THE LIGHT THAT IS AVAILABLE

When you're out and about, use the natural light you have on hand. Plan where you're going to position your interviewee to catch the natural light available. If you are outside, find some shade – it will make your life easier! If your interviewee is wearing glasses, check you don't get the green glare. You may need to re-angle the chat to improve the glare, or you can ask nicely to take their glasses off. If they are wearing a riding hat or baseball hat, see if they will take it off or frame up so that you can see their face. You don't want the hat to cast a shadow on them.

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KEEP YOUR EYE LEVEL STRAIGHT

For the perfect smartphone interview, your phone should be positioned at the eye level of your interviewee. Bear in mind that you may not be the same height as the person doing the chat, so you may need to crouch down a little or stand on a box. You can also have them sit down so that the eye level is correct. If you do get your interviewee to sit down, make sure they sit up in their chair and don't slouch! If possible, sit them on a chair that does not move or swivel around.

LOCATION LOCATION LOCATION

The perfect location is a background that is visually interesting but not distracting. And it needs to be quiet, of course! These locations rarely exist, so the aim is to find somewhere that complements what your interviewee is talking about whilst not taking anything away from their chat. Allow your viewer to see where you are - this helps viewers accept why sound may not be perfect! If viewers can hear noise but not know where it is coming from, it is much more distracting!

PERFECT SOUND OUTSIDE

A microphone is essential for smartphone interviews! If you want a clip-on lavalier style for under £15, then our top pick is this [Boya BY-M1](#). It has a 6ft lead, and you can easily clip this on to your interviewee and stand back to record. If you have a U rig, then the [Rode shotgun mic](#) at £49 will screw into the top of this, and you won't have to worry about attaching a mic to your interviewee. Both come with windscreens - a gift to equestrian shoots!

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