

GMA Filming Tips

Included are some tips to keep in mind when filming your video submission for the MBAus Graduate Management Awards. These basic tips will help you produce a more compelling video, which will not only help to impress the judges, but also put the focus on what you are presenting. Should you need any assistance, you can reach out to our team at awards@mbaus.com.au.

LIGHTING

- Natural light is always best, so try to position yourself in front of a window or doorway.
- If it is a cloudy day, you could film it outside
- Don't use direct sunlight that is harsh or leave shadows



BACKGROUND

- Use a nice clean and simple background
- This could be a wall, a bookshelf etc.
- Don't choose a background that is very busy or has too many objects that will distract the audience

CAMERA

- Best case scenario is using a DSLR or Mirrorless camera that can shoot
 - 1920 x 1080 resolution
 - 25 frames per second
- Next best, use your phone. Use the camera on the back
- Place the device on a stable surface so it doesn't move
- Film in landscape mode (not portrait)
- Don't use the selfie camera on the front
- Do not use handheld footage

AUDIO

- In most cases, audio quality is more important than video quality
- Best case: Use a lapel or shotgun microphone that plugs directly into the camera
- Next best: Use a second phone. Use an audio recording app and place it as close as possible without being in the frame

FRAMING

- Place yourself slightly off centre to the frame



CAMERA PRESENCE

- Write a script and have it close by
- Slow down your talking
- Don't rush through everything and make it hard for the audience to understand