

MASTER YOUR CAMERA SETTINGS



Getting the right camera settings is key to creating content with outstanding image quality. Great image quality is not just nice to look at — it shows your audience that you care about your content. This attention to detail helps build credibility and strengthens your connection with potential customers.

1. SET YOUR CAMERA TO VIDEO MODE



Make sure your camera is set to “**Video**” mode and switch to manual settings. Using **manual settings** gives you full creative control and helps you achieve the best results.

2. CHOOSE THE RIGHT PICTURE STYLE FOR YOU

You can use the pre-created picture styles by navigating to **Info → Picture styles**, or create your own setup. Here's a suggested custom setup:

- **Sharpness: 0**
- **Contrast: -2**
- **Saturation: 0**
- **Color Tone: 0**



3. WHITE BALANCE



The purpose of adjusting white balance is to ensure that white objects appear truly white on the final video. You can easily adjust this using the camera's built-in white balance presets (e.g., daylight, cloudy, tungsten, etc.).



Use a white object in your scene to manually set a custom white balance for the most accurate results.

4. RESOLUTION & FRAME RATE

Resolution and frame rate are key to video quality:

Resolution refers to the number of pixels in your video. Higher resolution (like 4K) means more detail and clarity.

Frame Rate (FPS) refers to how many frames are shown per second. It affects how smooth your video looks.

Recommended Settings:

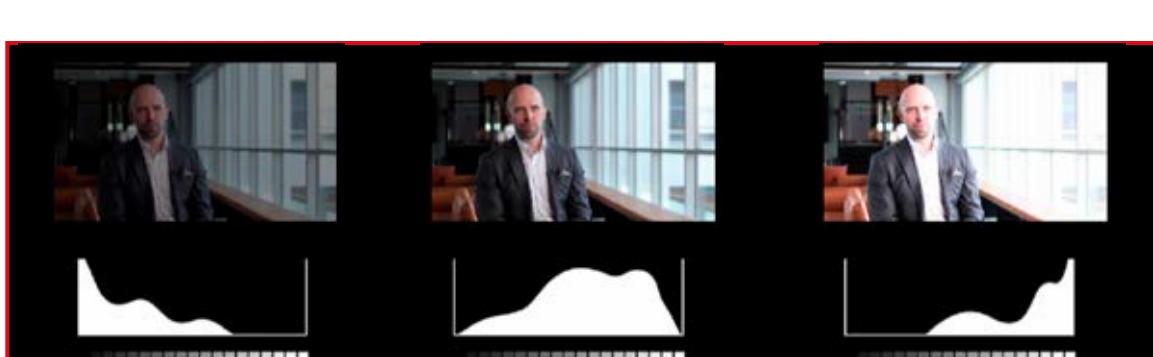
- **Film in 4K** – This allows you to zoom in during editing without losing quality.



• **Frame Rate by Scenario:**

- Talking head / interviews: **25 FPS**
- Slow motion: **50 FPS**
- B-roll footage: **50 FPS**

5. EXPOSURE SETTINGS



Exposure determines how light or dark your image appears. Proper exposure ensures your video has the right balance of brightness and detail.

It's controlled by three main settings:

1. **Aperture** – Controls the size of the lens opening and how much light that enters. This also determines how blurry the background will be. The lower aperture number, the blurrier the background will be.

2. **Shutter Speed** – Controls how long the shutter stays open. It determines the motion blur. The lower the number, the blurrier the movements will be.

3. **ISO** – Controls the camera sensor's sensitivity to light. A low ISO number creates sharp, clear images, while a high ISO number will create more digital noise.



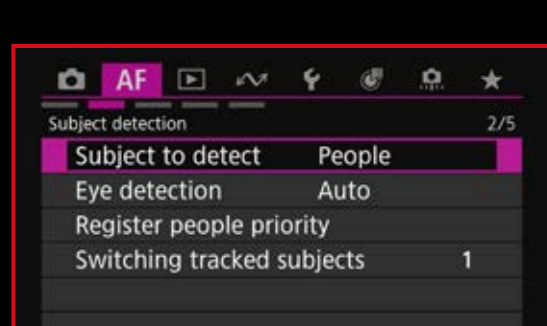
The shutter speed should be **double the frame rate (FPS)**. For example, if you're shooting at 25 FPS, your shutter speed should be set to 1/50.

6. AUTOFOCUS

Have you ever captured what you thought was a great video, only to find out later that your subject was out of focus?

Autofocus is a great tool to ensure your subject stays sharp.

Go to the settings, “**AF**” and “**Subject to detect**”, and choose “**People**.” This way, the camera will automatically track the person for you.



7. SOUND

Sound quality can significantly impact the viewer's experience. While stunning visuals are important, clear and high-quality audio ensures your message is effectively communicated and shows your audience that you care.

Both lavalier and shotgun microphones are commonly used in video productions.

When using a lavalier microphone, you want to place the microphone 15 cm from the mouth. Position the shotgun microphone above the person speaking, as close as possible without appearing in the frame.

Ensure the sound volume is at a comfortable level. If you're using manual



settings, aim for levels around **-18 to -12 dB**.

If the levels are in the **yellow or red zone**, the audio is too loud.



Always check the sound before you start recording.

8. B-ROLL

B-roll refers to supplemental footage that enhances your main video. These additional clips help make your content more engaging and dynamic by showing more than just the person speaking.

B-roll can include:

- Shots of products in use
- Environmental or atmospheric scenes
- Behind-the-scenes moments
- Footage from events or presentations

Using B-roll adds visual variety, supports your narrative, and keeps viewers interested by providing context and depth to your story.

