

THE ESSENTIALS OF FILMING INTERVIEWS



In today's digital world, authenticity and connection are key drivers of customer trust and brand loyalty. Filming interviews—whether with team members, clients, or industry experts—is a powerful way to humanize your brand and share your story in a relatable, engaging format.

The quality of your interview video can significantly affect its impact on viewers. Here are a few tips to take your video from good to great.

LOCATION



Remove any distracting elements from the frame.

The first thing to consider is the location and where you will place the interviewee. Choose a quiet, distraction-free environment. A clean, uncluttered background looks more professional. Remove any distracting elements from the frame.

Leading lines and depth can help draw the viewer's focus on the interviewee. To create depth, position the subject a few feet away from the background.



Quiet place



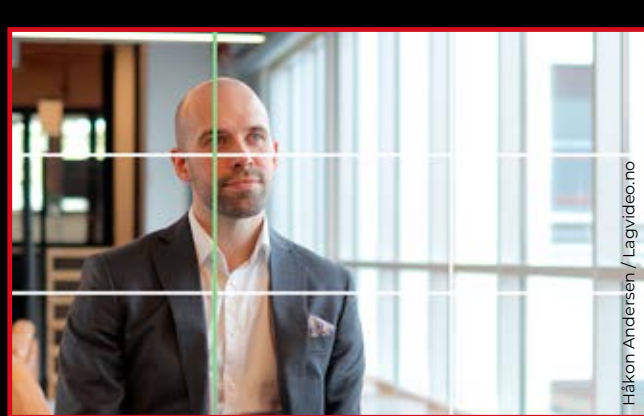
Focus on subject



Create depth

COMPOSITION

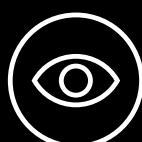
Composition is important as it guides the eyes of the viewer and emphasizes the subject. It can overall enhance the storytelling of the video. The rule of thirds is commonly used when filming interviews. Imagine a 3x3 grid over your frame and place key elements along the lines or intersections for a more dynamic and pleasing image.



The rule of thirds is commonly used when filming interviews.



Rule of Thirds



Eye line



Lead the viewer's focus

LIGHTING

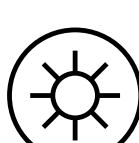


If you can place your interviewee in front of a window.

Lighting plays a huge role in the visual quality of your video. Natural light is often softer and more flattering than artificial light, and create a more cinematic and visually appealing look. If you can place your interviewee in front of a window.

If that is not possible you can use a studio light. Position the key light slightly above and angled down toward the subject. To make your videos look even more professional you can place a back light to create a silhouette.

Turn off the ceiling lights to avoid mixing colour temperatures.



Natural light



Studio lighting



No ceiling lights

SOUND

While the image is important, sound is arguably just as important during an interview. You can use different types of microphones, such as a lavalier or a shotgun microphone. Make sure there is some space between the mouth and the microphone to avoid muffled audio.

- With a lavalier microphone, the distance should be around 15 cm
- A shotgun microphone should be positioned above the interviewee's head and out of the shot

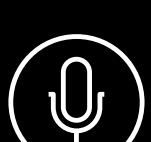
Then, ensure that the sound is at a comfortable level. Ideally, it should be between -18 and -12 decibels.

Test the sound before recording

Soft furnishings like curtains and furniture can help reduce echo and improve sound quality.



You can use different types of microphones.



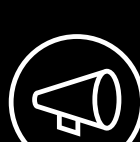
Lavalier / Shotgun



15 cm distance



-18 to -12dB



Test sound

CAMERA SETTINGS

Proper camera settings can significantly elevate your video quality. Using manual settings ensures that you have full creative control and can achieve the best results.

Exposure determines how light or dark your image appears, and it is controlled by three key elements: ISO, aperture, and shutter speed. Keep both ISO and aperture as low as possible. A low aperture (e.g., f/2.8) creates a pleasing blurry background, helping the subject stand out. Finally, adjust the shutter speed until you are satisfied with the overall exposure.

If possible, film in 4K as this allows you to zoom in during editing without losing quality.



Using manual settings ensures that you have full creative control.



Manual mode



Blurry background (f/2.8)



Record in 4K

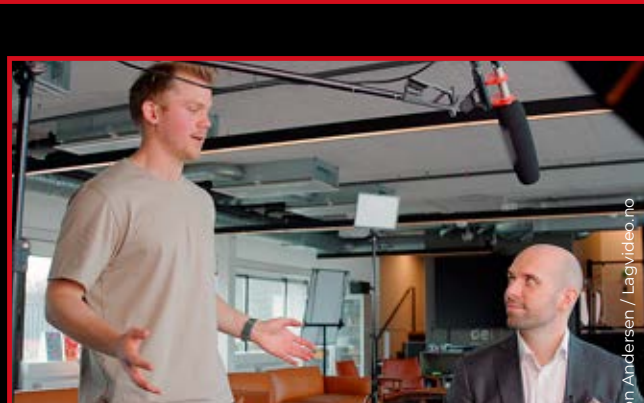
MAKE THE INTERVIEWEE COMFORTABLE

It can be daunting for many to be in front of the camera, and their nerves can be picked up by the camera. So try to make the interviewee feel comfortable. You can do this by starting with some easy warm-up questions to help them relax.

Suggestions to questions:

- Can you tell me your name and what you do?
- What do you enjoy the most about your work?
- What is one fact about you that not that many people know?

Remember it is not live and that you can record the same question multiple times.



Start with some easy warm-up questions.



Easy questions



Relaxed tone



Multiple takes

For more tips to how you can take your videos to the next level [visit our webpage!](#)

