

VLOGGING 101 GUIDE

YOU ARE THE STORY

Share what you love, if you love art? share that in an interesting way and make it a story element in your Vlogs.



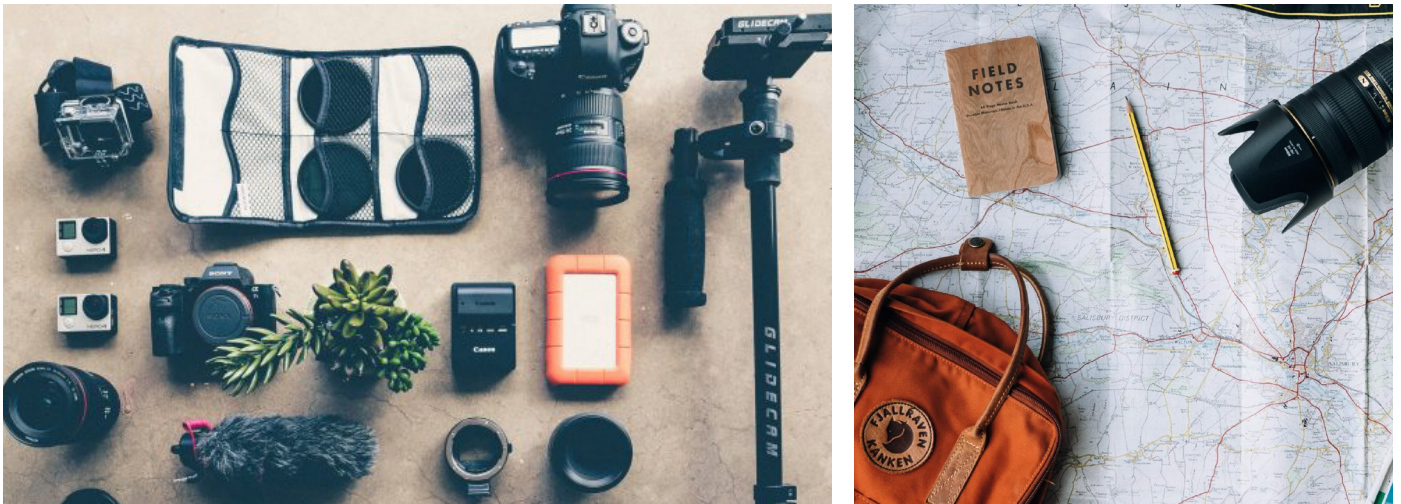
THE GEAR

- Any camera is enough to start, but as you advance through vlogging you will need to upgrade your gear.
- A phone is a great tool because it's always with you.
- when buying a bigger camera consider a camera with a rotatable screen so you can monitor what you are filming.
- Sound equipment (a good mic to get clean audio, a neck mic or on camera directional mic can work)
- Stabilizers
- A tripod or a stick, in many cases a gorilla tripod is a good option
- Action cameras can be super useful
- When filming with a phone, using Airpods is a great benefit.



A Vlog is not a follow me in my dailies video

- Vlogs should be informative and entertaining. let's call it *Info-taining*.
- To shoot a Vlog you should have a story to tell, a plot.
- Talk about social issues, even if you are going for a swim, talk about pollution or tourism.
- Find creative ways to film yourself. since its a Vlog you will be filming yourself most of the time. so, try to be creative in how you position your camera and what's in your background.
- Engage with people in your background have people next to you who can pitch in with a chat.
- Talk to the audience. ask them what they think. introduce them to people and places in the Vlog.
- Don't be afraid or shy to Vlog.
- Yes, people will look at you, if someone asks you not to film them, then don't. but don't be afraid to start.
- When filming, pay attention to the light, Try not to have any harsh light source in your background because it will create silhouettes.
- **Always film B-rolls.**
- B-rolls and extra footage are important for editing. they will also make the project exciting; they will add details and help you with story-telling
- Take multiple shots from different angles for the same action.



EDITING

- Use a Hook! find the hook in your story or footage and use it in the intro for the Vlog because it will get the people in.
- Use Thumbnails when posting videos.
- Study your analytics.

Get in touch

📍 Beirut, Patrakieh, Zuhor Bldg,
4th floor, Door 14

☎ +961 3 054 423

🌐 www.themediabooth.com

📺 The Media Booth

📷 @themediaboothlb