



The Chartered Institution of
Building Services Engineers

Requirements/guidelines when producing videos

1. For Video format:

Location:

- Find a location that is well-lit with natural sunlight or plenty of indoor lighting
- Choose a quiet location with little background noise (street sounds, music, other people)
- Avoid spaces with lots of echo
- Turn off air conditioners and heaters to avoid fan noise if overtly audible
- Provide a seat for yourself that is stationary and quiet (no chairs with wheels/swivels, overstuffed cushions, or squeaky)

Setting up your phone/camera/laptop:

- Set your laptop, phone, or camera on a tripod or steady surface (please do not hold your camera while shooting to avoid shaky footage)
- Shoot horizontally/landscape (you may also choose to shoot in portrait mode)
- Position camera at eye level (if you can, avoid angles where the camera lens is looking up or down on you)
- Choose a non-distracting background (avoid windows, showing other people, posters/signs that can be read etc)

Lighting:

- Shoot in daylight if possible
- Position yourself so windows or your main light sources are facing you, not behind you
- Avoid overhead lights
- When shooting indoors, consider using a ring light that clips to your computer/phone to help light your face

- Ideally have a background with depth behind you, rather than sitting against a flat wall.

Camera presence:

- Look at the camera at all times
- Keep your hand movements to a minimum
- Stand/sit up straight
- Keep your hands to your side or gently folded in front of you (no crossed arms)
- Keep your shoulders relaxed
- Smile, especially at the beginning and the end of each response / the recording

Clothing and accessories to avoid:

- Avoid clothing with colours that blend in with your background
- Avoid patterns (stripes, plaids, polka dots)
- Avoid shiny fabrics or jewellery
- Avoid visible labels, logos, text, images
- Avoid wrinkled clothes
- Avoid all white or all black clothing
- Avoid noisy accessories that could interfere with your audio

Other helpful tips:

- If you can, ask a friend/family member to assist you while you record
- Do a short recording test to make sure you can see and hear yourself clearly
- Have water handy for clearing your throat

Requirements/guidelines for video via Microsoft Teams:

1. Audio setup

- Use a headset or an external microphone – this reduces background noise and improves clarity
- Mute notifications – close unnecessary apps that might make sounds
- Test your microphone – go to Settings > Devices > Microphone in Teams and check your audio levels
- Use noise suppression – Teams has a built-in noise suppression feature (Settings > Devices > Noise Suppression)

2. Video and camera set-up

- If possible, use a high-quality webcam - external webcams often provide better video quality than built-in laptop cameras
- Check lighting - ensure your face is well-lit, preferably with a natural or soft light source in front of you. Avoid strong backlight
- Position your camera at eye level - adjust your camera so your eyes are about one-third of the way down the screen
- Use Teams background blur or a neutral background – avoid distracting backgrounds. You can use blur background or select a professional background in Teams.

3. Environment and noise reduction

- Choose a quiet space - avoid areas with background noise or interruptions
- Use a room with soft furnishings - carpets, curtains, and furniture help reduce echo
- Silence mobile phones and disable notifications to prevent distractions
- Use a wired internet connection if possible - it provides a more stable connection than Wi-Fi

4. Appearance and dress code

- Wear professional attire - business casual is typically a safe choice. Avoid overly bright colours, busy patterns, or reflective materials
- Avoid noisy accessories - jewellery that clinks or clothing with loud textures can be picked up by the microphone

- Minimal makeup and neutral colours work best on camera - avoid excessive shine by using light powder if needed

5. Best practices for a smooth interview

- Look at the camera when speaking - this creates better engagement rather than looking at your screen
- Speak clearly and at a moderate pace - to ensure the microphone captures your voice well
- Encourage a natural conversation - allow slight pauses to avoid talking over each other due to potential lag

Branding requirements/guidelines for video production

1. Frame

- Speaker should be positioned a distance from the camera that allows surroundings and backgrounds to be effectively used
- Background should always be professional and neutral, ideally reflecting a corporate or office environment (depending on the content of course)
- Including a green plant is a nice touch
- If the camera lens/settings allow, a slightly blurred background is recommended for a polished and more professional look
- When positioning the speaker in the frame, adhere to the $\frac{3}{4}$ portrait camera rule to ensure there's professional output, space for graphics and lower thirds and other elements if needed (example below)



- Ideally the speaker should be seated at all times, as it creates a more relaxed tone for the video.

2. **Background Music**

- Upbeat, energetic instrumental music is recommended for filling the video during segments where visuals accompany the speakers voice.
- License free samples are available for download on the internet, at no cost.

3. **Graphics, Lower Thirds and Subtitles**

- Graphics and lower thirds can be used via Adobe Premier Pro rather than Canva for a more professional output.

- When featuring a speaker or footage of a location in a video, always include a lower third displaying the name or place being shown, typically lasting 5-10 seconds.
- Including subtitles in a video is not just recommended but essential for making it accessible to a broader audience.

4. Other Useful Tips

- Consistent branded intro and outro – outro should include key information such as website and social media
- For optimum engagement, videos should be no longer than 3 minutes and short/preview videos should be no longer than 20-30 seconds on average
- If the speaker is speaking for an extended period and additional footage is shown, a small window featuring the speaker can be overlaid while the main screen shows the footage.

Examples of videos:

<https://youtu.be/GemYbmcXM4Q>

<https://youtu.be/VuICorsRmqS>