

The Ultimate Happy Hour

Be what's
possible
Gap Inc.

Tips on how to shoot and compress files for online video

1. **Make sure you have all of the required media waivers signed** and that there are no copyrighted materials in your video.
2. **Use a Tripod.** If you don't have access to one get creative!! Crates, books and tables work wonders! Just keep that hand steady so no one gets seasick when watching your masterpiece!
3. **Use headphones while you shoot.** This will help you to hear the sound levels so you can adjust as needed by getting closer to your subject or moving to a quieter location.
4. **Use a wide shot to set the scene, and closer shots when interviewing.** This will give perspective on your location, but you'll be close enough to hear the person being interviewed.
5. **If you can get closer without zooming, do it.**
6. **Lighting is key!** Make sure you can see what you are doing. Turn on the lights in dim conditions, and be sure you are not shooting into the sun!
7. **Don't forget to bring extra batteries or your charger!**
8. **Have a blast!** The key to making good videos is enjoying yourself.
9. **Tell a story.** You've got a something great to say so share it!
10. **Don't forget to ask for help!** Have a pal that knows something about editing?! Recruit them!! It will help your cause while spending some quality time with a good friend for a good cause.

What if my file size is bigger than 8MB? How can I make it a smaller file?

Compressing video is never simple. There are many ways of doing it, dozens of software applications, several video codecs, and countless combinations of settings. So what works best?

To begin with, read through tips from online video distribution company TubeMogul; their research gives recommendations for optimal compression settings. Then, take a look at some of the tutorials on YouTube! If all else fails, email our support folks at questions@memelabs.com and they'll be happy to help.