No attempt at lighting
No lighting technique has been applied here, could lead to an uneven distribution of light over the subject and no clear focus of frame.

Bad sound quality
Using your camera’s on-board mic means you likely won’t be capturing the best quality sound. Try attaching an external microphone, such as a RODE mic to increase the quality of your audio.

Good quality sound
An external microphone may drastically increase the quality of your audio. An external microphone will drastically increase the quality of your audio.

Lapel mic audio
Using a lapel mic will dramatically increase the sound quality of your audio, as the mic is directly attached to the subject.

Webcam/iPhone used
Camera set to ‘auto’ mode
In auto mode you don’t have control over exposure or colour balance and how your image looks is dictated by the camera.

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No colour correction
Your image hasn’t received any treatment in post-production to correct its colour. Doing so will help you to fix any colour imperfections in your own recognisable style.

Colour palette considered
Thinking about the colours in your shot will make your videos look pleasing to the eye. Having certain elements of your shot, for instance your clothes, in a different colour from your background will increase the visual interest of your frame.

Colour corrected effectively
Colour correcting has increased the production value of the image and helped to fix any colour imperfections from the raw footage.

Low quality image (non-HD)

720p or 1080p HD picture
Shooting in Hi-Definition is great for modern screens. This means the resolution of the image is either 1280x720 1920x1080.

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