

Elgar Publishing – Author Video Guidelines

If you need any further advice, please email marketing@e-elgar.co.uk

Camera

Recommended:

- Smart phone - Position device horizontally, don't zoom
- Hand-held camera (such as DSLR)
- Always use a tripod if possible
- If using a camera on a computer monitor, ensure that you use an external microphone

Audio

Avoid using internal computer or camera microphones

Use a separate device for recording audio (e.g, Zoom recorder and a cavalier, or shotgun microphone)

Plug in microphones are available for phones

Picture size

Most cameras offer two options: 1280x720 or 1920x1080 = choose the latter if possible (which gives the ideal 16:9 aspect ratio)

Location

Use a well-lit, plain background, in a quiet environment

Length

Aim for a maximum of 3 minutes for the entire video

Editing

The following two pieces of software are free to download and use

For Mac - iMovie

For PC : Windows movie maker