

# MentorClip Filming Tips

**Thank you for agreeing to be a #GirlPowered Mentor. Your voice is helping girls build their voices.**

Here is a simple how-to guide for recording and sending your mentor-clip. If you have any questions, please contact Sarah Rosen at [sarah.rosen@havas.com](mailto:sarah.rosen@havas.com) or Cory Eisentraut at [cory.eisentraut@havas.com](mailto:cory.eisentraut@havas.com) They will be happy to help you create and send your clips to the Foundation.

**Step 1. Centre yourself in the frame.**

**Step 2. Keep yourself well lit.**

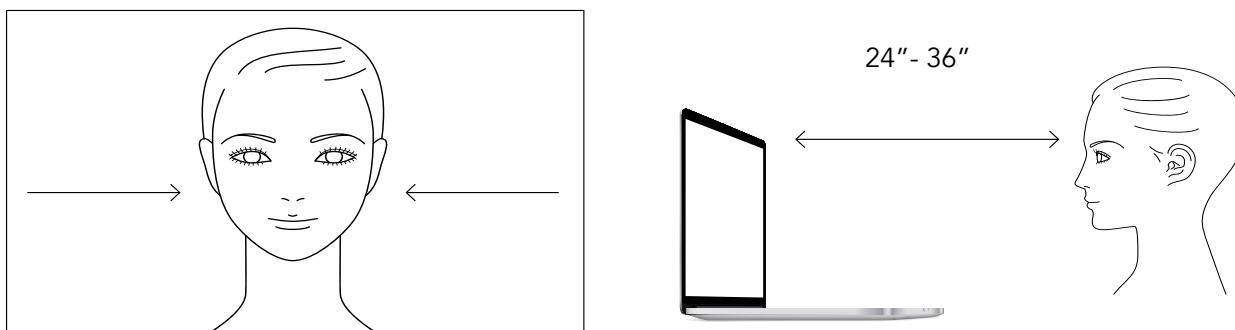
**Step 3. Stabilize your camera.**

**Step 4. Ensure the sound quality is clear**

**Step 5 – Submit your MentorClip with WeTransfer.com  
(or the WeTransfer app) to [girlpowered@canadianwomen.org](mailto:girlpowered@canadianwomen.org)**

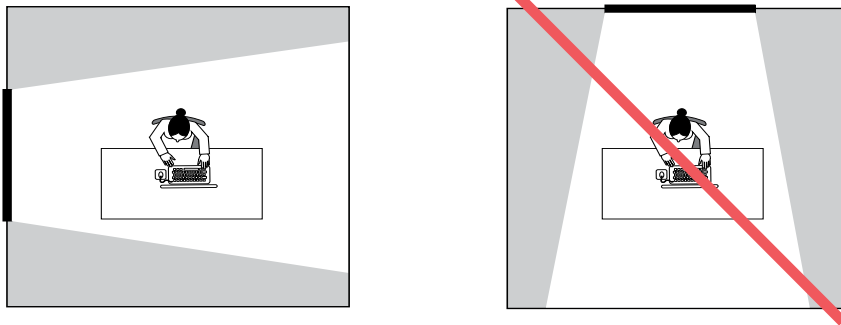
## **Step 1. Focus On Your Framing**

Make sure your webcam or smartphone camera is at eye-level (not angled up or down at you). Put yourself in the center of the frame. If you are filming with your smartphone you will find that the back camera (main camera) will give the best results. If you are filming by yourself, feel free to press record and then step into frame. We will edit your clip so this action (and your step out to stop recording) are never shown. For best focus and audio quality, it is best for you to be between 2 and 3 feet away from your camera when filming. And remember to shoot horizontally.



## Step 2. Step Into The Light

Try to shoot your video in a brightly lit area. This will help avoid unnecessary shadows and grainy areas. Be careful not to point the camera directly at bright light sources, which will cause overexposed footage and lens flares. One of the simplest options is to record next to a large window. Be sure the camera is not pointing directly at the window. (this will affect the focus and light sensor) If you are recording at night, place two desk lamps behind and around the laptop screen or smartphone. Try to avoid smartphone flash light as they tend to be too harsh.



## Step 3. Keep it Steady

To avoid your video footage being distorted or blurred, it is best to keep your phone steady while recording. If you are using a smartphone and you don't have a tripod or stabilizer, you can rest your phone on other physical supports like a tall chair a desk or shelves, etc.

## Step 4. Hearing is Believing

The audio quality can actually be more important than the video quality. Viewers will not stick with a video that they cannot hear. The built-in microphone in most smartphones and laptops tend to be low-quality. To ensure the best audio quality, record in a smaller space that has no competing sounds like fans or radios. And remember to silence other phones in the space. A closer proximity to the camera will also help ensure that you are heard.

## Step 5. – Submitting your MentorClip

Once you have recorded your clip, you can send it to the Canadian Women's Foundation using the free file sharing site WeTransfer or the WeTransfer app. If your clip is on your desktop or laptop computer go to WeTransfer.com and send the clip or clips to [girlpowered@canadianwomen.org](mailto:girlpowered@canadianwomen.org). If your clip is recorded on your smartphone, simply download the WeTransfer app and send it to [girlpowered@canadianwomen.org](mailto:girlpowered@canadianwomen.org).