

# Tips and Resources for Creating for Better Videos

Improving the quality of a video can become a never-ending task, since there is almost always something you can do to make things a little better. Before we move on to specific things you can do there are couple things that we found the most helpful when trying to improve our own videos:

## 1: Play around with your gear and space

If you have different options for recording briefly trying each one will let you figure out what works best. Try all your different devices (laptop, headset, phone, external webcam, etc.) and then once you've found the setup that works best move around to different rooms to see which lighting conditions and background looks best. Try different settings in the software you're using to see if you can improve the image or the audio. This can take a while but getting familiar with your options before you record is a great way to improve the results, plus you get practice recording yourself with no pressure.

## 2: Audio is more important than image quality

It's easy to overlook (oh yes, the pun was intended), but if folks can't hear you or have trouble hearing you, they won't be able to engage with your message. When you're following tip number one and playing with all your options, pay special attention to how you sound. If it comes to a choice between a little bit clearer audio or slightly better video chances are you should choose the option that makes you easier to understand. Better audio will also help with accessibility tools like automatic transcription.

For more specific resources we've found it helpful to get suggestions in a format that lets you see and hear the difference something will make. The following video has some easy tips for making video with webcams a bit better:

### 10 Ways to Look Better on a Webcam

<https://www.youtube.com/watch?v=4lfzvaBYRwg>

This next video is all about getting better audio and some of the tips might not apply to you depending on the microphone and space you are working with. That said much of it can be applied to any setup.

### 10 Tips for Better Sounding Vocal Recordings for Beginners

<https://www.youtube.com/watch?v=Ty8YLqOmbV4>

As mentioned at the start of this document the improving-video-quality rabbit hole is very deep and if you want more, we'd recommend doing some research on the areas that appeal to you. There is no shortage of possibilities and plenty of folks on the internet have posted tutorials on make-up, lighting, audio, set design, camera settings, color grading, editing and so on.

So far, we've been focused on ways to improve the quality of what you are recording, and we think that's where you should put in the most effort. That said if you'd like to do some post-production work on your recorded video there are some great free tools you can use to edit your recordings.

Hitfilm (<https://fxhome.com/hitfilm-express/pwyw>)

Davinci Resolve (<https://www.blackmagicdesign.com/products/davinciresolve/>)

Lightworks (<https://www.lwks.com/>)

iMovie (<https://www.apple.com/imovie/>)

Finally, if you just want to make some simple edits the Photos app built into Windows 10 will let you trim videos or splice clips together. <https://www.microsoft.com/en-us/p/microsoft-photos/9wzdncrfjbh4>