Tips for Creating Your Recipe Video

Plan Ahead

- Do some research, view other videos and take notes on what you like about them (check out Tasty or FoodNetwork on Facebook for recipe video ideas!)
- Decide what style you would like your video to have
- Choose a recipe from BeefItsWhatsForDinner.com that has simple, easy to follow steps and fewer than 10 ingredients
- Consider the recipe’s steps and the shots you would like to film
  a. What parts of the video will you speed up in editing process (such as mixing things in a bowl)?
  b. How will you transition between each step of the recipe?
- Purchase the ingredients needed, you don’t want to run to the store in the middle of a shoot!
- Gather props such as plates, tablecloths, cooking utensils, etc.,
- Prep your ingredients beforehand, this makes it easier when filming

Set the Scene

- Natural light is the best lighting for filming a food video. Use an area near a window and plenty of light coming in
- To prevent dark shadows, use a bounce board. A white foam poster board works well to bounce light or you can use a large aluminum baking sheet (experiment with different angles for the best results)
- Make sure your tripod is set on a stable surface

Filming

- Make sure your phone/camera is charged and has storage space
- Film short clips to piece together during editing rather than one, continuous recording
- Film from different angles
  o Overhead: center your camera over your cooking area to capture a great view of your food
  o Straight on: best for a final mouth-watering shot of your food

Editing

- Add music
- End slide: include information about where viewer can find recipe & name of recipe

Apps for Filming/Photos/Editing
  - Foodie (for photos)
Snapseed (for photo editing)
FiLMiC Pro (requires purchase)
iMovie (video editing)
Videorama (video editing)

Checklist for Creating Video

1. List of different shots
2. Equipment set up
   a. Phone camera settings: set to record video at 1080p at 30 fps or 4K at 30fps
   b. Make sure phone/camera is fully charged and has storage space
   c. Lighting looks good (not too dark, not too bright), area is clean & clear of unnecessary items
   d. Phone/camera tripod is set and stable
3. Ingredient prep
   a. What needs to be shown on camera and what can be done ahead of time?
4. Filming: Frame
   a. Check what will be included in the frame while shooting
   b. If you’re adding text to your video during editing, make sure to account for that while filming
5. Filming: Follow Through
   a. After this shot is done, how do you transition to the next shot?
   b. Allow camera to record a few extra seconds before and after any action to help make editing process easier
6. Editing
   a. Consider what parts of the video you can speed up (such as mixing things in a bowl)
   b. Edit images/video clips if needed for color correction, white balance, exposure
   c. Transitions between clips
   d. Add music
   e. End card: information about where viewer can find recipe or more information
   f. Export: upload video to YouTube (1920x1080 pixels)