

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
 - Overhead: center your camera over your cooking area to capture a great view of your food
 - 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)