

How to Shoot a Professional Testimonial Video

A simple guide for shooting at home or in a studio space with minimal crew



Preparing Your Space

Background

- Preferred: A plain black background (black curtain, backdrop, or wall).
- Alternative: Any simple background is fine as long as the subject is at least 6 feet (2 meters) away from the wall.
- Avoid clutter or distracting objects behind you.

Noise Control

- Choose a quiet space with minimal outside noise (close windows, turn off fans/AC if possible).
- Silence phones and other devices before recording.

Camera Setup

- Place the camera at eye level with the subject.
- Use a tripod or stable surface - avoid handheld unless absolutely necessary.
- Frame the subject with head and shoulders visible from Waist Up (medium shot).
- Leave a little space above the head ("headroom") and center the subject.
- Shoot in 4k if your camera has the capability. If not, then 1920 x 1080 is fine.

Lighting (Three-Point Lighting)

For professional results, use the three-point lighting setup:



Key Light

1. Main light source, placed about 45° to one side of the subject.
2. Should be the brightest light.

Fill Light

1. Placed on the opposite side of the key light, softer and less bright.
2. Helps remove harsh shadows.

Back Light (Hair/Edge Light)

1. Positioned behind the subject, slightly above and pointing toward the back of the head/shoulders.
2. This separates the subject from the background and adds depth.

Tip: If you don't have professional lights, you can use lamps or LED lights—but still follow the same placement principles.

Sound Recording

Best option: Use a lapel (lav) microphone clipped to the subject's clothing.

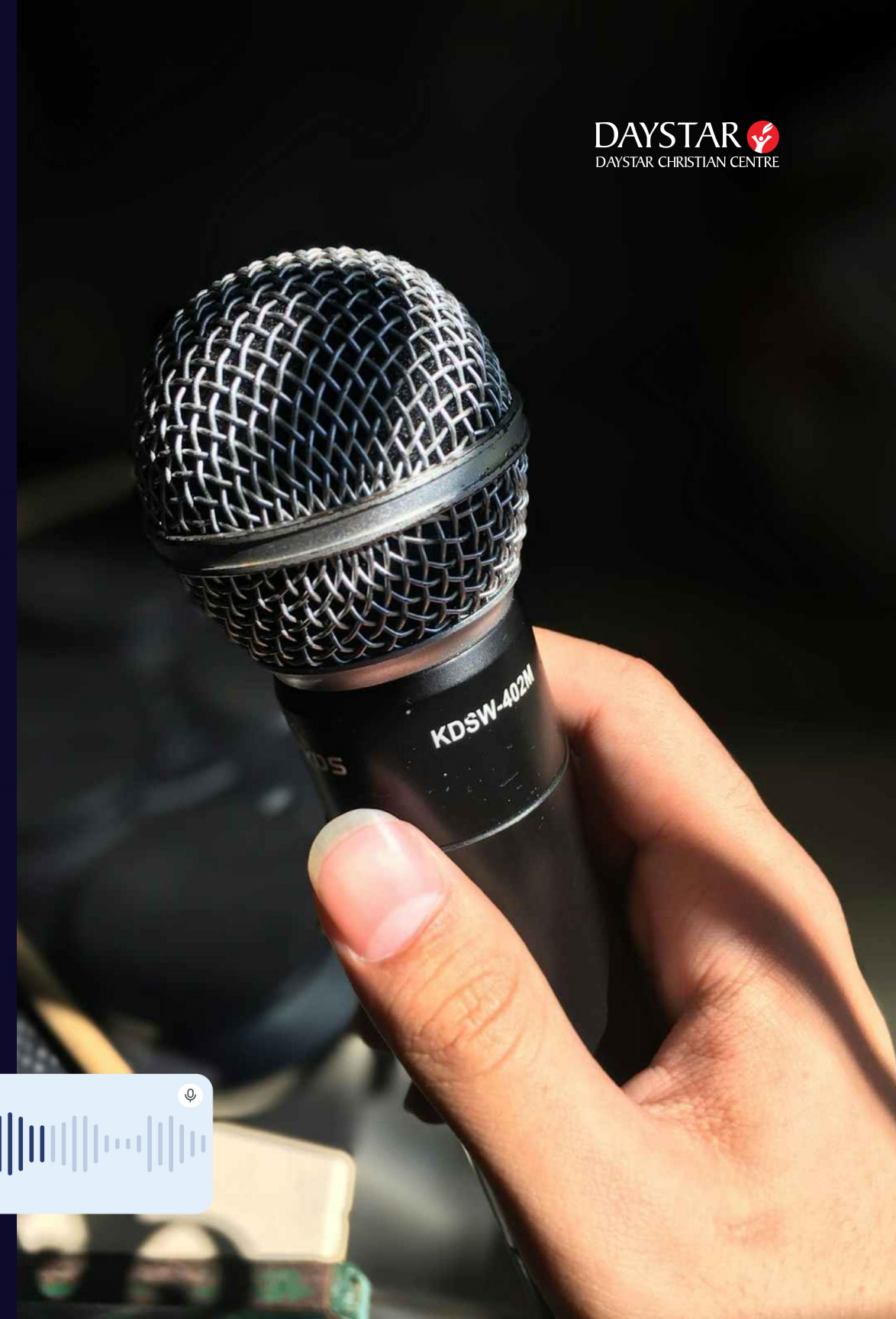
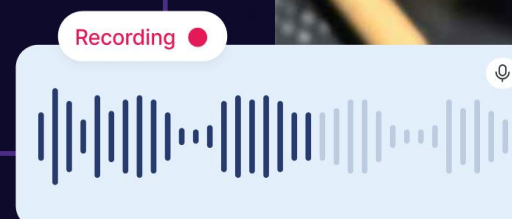
Alternative: A shotgun microphone close to the subject, just outside the frame.

If using the camera's built-in mic, ensure the room is very quiet.

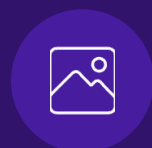
Always do a quick sound test before recording.

Recording Tips

- Have the subject look directly into the camera lens, not at the screen.
- Ask them to speak naturally, like they're talking to a friend.
- Ask them to start by Introducing themselves
- Record a test clip (video + audio) to check framing, lighting, and sound.
- Record at least two takes for safety.
- Keep the camera rolling a few seconds before and after speaking.



Final Checklist



Background

Plain (black preferred), subject 6 feet from the wall.



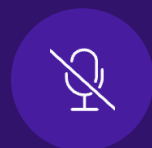
Camera

Eye level, tripod, stable framing.



Lighting

Three-point (key, fill, back).



Sound

External mic if possible, quiet space.



Performance

Relaxed, clear, natural delivery.