

# AI assists in the video filming and production process.

The biggest surprise for new creators: Filming is the fastest part of the production process when you have good planning. A well-scripted 10-minute video can be shot in 1-2 hours. A poorly planned video will take all day and still miss shots.

## From planning to production

In the previous lesson, you learned how to create storyboards and shot lists . Now, let's build on that foundation by actually shooting – effectively and with professional quality, regardless of your budget.

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## Checklist for the video production process

Before pressing the record button, please review this checklist:

AI: Tôi sẽ quay một video [loại] ? [của ai?m]. Thứ tự b?: [liệt kê những gì bạn có] Tôi một danh sách kiểm tra trước khi quay phim bao gồm: 1. Kiểm tra thứ tự b? (đã sạc đầy, dung lượng lưu trữ, cài đặt) 2. Chọn b? của ai?m (ánh sáng, phong nền, tiếng ồn) 3. Thứ tự tập âm thanh (vị trí mic, ghi âm thử) 4. Cài đặt máy quay (phân giải, tốc độ khung hình, cân bằng trắng) 5. Nhớ nh? danh sách cảnh quay (3 cảnh quay ưu tiên) 6. Nhớ ng l?i th?ng g?p c?n tránh ?i v?i lo?i video này

## Sound: Top priority

Sound quality is more important than picture quality. Always has been!

### Order of sound quality (from best to decent):

Options	Quality	Price	Best for
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Lavalier microphone	Excellent	\$20-50	Host, interviewer
Shotgun microphone	Excellent	\$50-200	At the scene, movement
USB microphone (desk)	Very good	\$50-100	Guides, podcasts
Phone microphone (close-up)	Acceptable	Free of charge	Short content, vlog
Built-in microphone and camera	Bad	Free of charge	For backup purposes only.

## Recording principles:

1. **Position the microphone close to your mouth** . The closer the microphone is to your mouth, the better the sound quality. A \$20 lavalier microphone at 15 cm (6 inches) is better than a \$500 microphone at 1.8 meters (6 feet).
2. **Test before recording** . Record for 10 seconds, then listen back through headphones. Pay attention to echoes, background noise, and clarity.
3. **Control the environment** . Close windows, turn off fans/air conditioners, put your phone on silent mode. Soft surfaces (carpets, curtains) absorb echoes.
4. **Record room acoustics** . Record 30 seconds of silence in your space. This is helpful during editing when you need to fill in gaps.

## Lighting: Three-point setup

Professional lighting doesn't necessarily require professional equipment.

### Three types of lamps:

[?èn chi?u sáng]    [?èn chính]----[Ch? th?]----[?èn n?n] | [Camera]

1. **Main light** : The primary light source. Position it at a 45-degree angle to one side. This could be a window, a table lamp, or a ring light.
2. **Secondary lighting** : Softer, placed opposite the main light. Reduces harsh shadows. A white cardboard sheet reflecting the main light is also a good option.
3. **Backlighting** : Behind and above you. Helps to separate you from the background. Not mandatory, but helps make the photo look more professional.

### Energy-saving lighting solutions:

Demand	Free option	Savings option (\$20-50)
Main lights	Window (indirect sunlight)	LED ring lights or LED panel lights
Lighting	White poster board	The second LED panel has lower power consumption.
Backlight	Table lamp behind you	Small LED strip

## Quick check

You're about to shoot a tutorial video. Your room has a window at the back, the camera is already set up, and you're using your laptop's built-in microphone. What are three things you should fix first?

### Answer

- (1) Move so that the window is in front of or beside you, not behind you – backlight will make you look like a shadow.
- (2) Use any external microphone – even your phone's headphones – instead of your laptop's built-in microphone, as the built-in microphone will pick up fan noise and create a sense of distance.
- (3) Make a test recording, check the sound and lighting before shooting the full video. These three fixes will significantly improve the quality at no cost.

## Important camera settings

Whether you're using a phone or a DSLR camera, these settings affect the quality:

### Resolution

1. 1080p (Full HD): Good enough for YouTube, smaller file size.
2. 4K: A future-proof solution, allowing for cropping during post-production and larger files.

### Frame rate

1. 24 frames per second: A cinematic experience.
2. 30 frames per second: The standard for most online content.
3. 60 frames per second: Smooth motion, good for action movies or tutorials.

### White balance

Match your lighting to: Daylight (~5500K), indoor tungsten light (~3200K), fluorescent light (~4000K), or set to automatic mode.

### Tips for filming with your phone

1. Use the rear camera, not the selfie camera (which offers better quality).
2. Lock the focus and exposure by pressing and holding on your face.
3. Shoot in landscape mode for YouTube, portrait mode for TikTok/Reels.
4. Use a tripod or other prop to stabilize your phone.

## Efficient filmmaking process

### Series filming

If you create content regularly, shoot multiple videos at once:

AI: Tôi c?n quay 4 video trong m?t bu?i chi?u. ?ây là các ch? ??: 1. [Ch? ?? A] 2. [Ch? ?? B] 3. [Ch? ?? C] 4. [Ch? ?? D] Hãy l?p l? ch quay phim sao cho: - Phân nhóm các c?nh quay theo ??a ?i?m/thi?t l? p - Gi?m thi?u vi?c thay ??i trang ph?c/phông n?n - Bao g?m th?i gian thi?t l?p và tháo d? - Có th?i gian ngh? gi?i lao - ??c tính t?ng th?i gian c? n thi?t

## Filming strategy

1. Filming 1: Full rehearsal to get started.
2. Second take: The official shot, full of energy.
3. Turn 3: Only when necessary for specific segments
4. Backup footage: A full wide-angle rehearsal shot as a backup plan.

Don't chase perfection. Small mistakes can be corrected. Energy and authenticity are more important than perfection.

## Common mistakes when filming

Error	Impact	Fix the error.
Do not check the audio before recording the final version.	The footage is unusable.	Always take the 10-second test.
Filming in front of the window	The subject is shadowed.	Position it facing the window or use it as a side light.
Shaky footage	It makes viewers feel like they're getting motion sickness.	Use any stable surface or tripod.
Messy background	It distracts the viewer.	Clean or blur the background
Incorrect aspect ratio	Not compatible with the platform.	Set the aspect ratio before filming to 16:9 for YouTube, 9:16 for TikTok.

## Exercise: Shoot the first scene

Use the storyboard from Lesson 3:

1. Set up the filming space using the three-point lighting concept.
2. Test the audio with a 10-second recording.
3. Shoot the first three shots from your shot list.
4. Review the footage immediately for lighting, sound, and composition.
5. Adjust and revert if necessary.

Focus on sound and lighting quality. Everything else can be improved during editing.

## Key points to remember

1. Sound quality is the most important technical factor – invest in a microphone before anything else.
2. Three-point lighting (main, secondary, and background) creates a professional look with inexpensive equipment.
3. Filming takes place on location, not in scripted order, to minimize setup time.
4. Always check the sound and lighting before shooting the entire video.
5. Shooting multiple videos at the same time will save a lot of time.
6. Don't chase perfection – authenticity and energy are more important than perfect shots.

### 1. Question 1:

Why should you film by location instead of following a script?

1. A. The order of filming doesn't matter.
2. B. It helps minimize setup changes, saving hours of production time.
3. C. The camera only works well in certain locations.
4. D. It makes the footage look more natural.

EXPLAIN:

Every time you change locations, you need to adjust the lighting, sound, and camera settings. Filming all scenes at one location before moving to another can save 30-50% of total production time.

### 2. Question 2:

What are the most common mistakes in amateur video production?

1. A. Use a smartphone instead of a professional camera.
2. B. Poor sound quality - viewers may accept poor image quality, but they cannot accept poor sound quality.
3. C. No recording studio
4. D. Utilize natural light

EXPLAIN:

Audio quality is the most important differentiating factor between amateur and professional video. Viewers might enjoy blurry images but clear sound, but they will ignore a video with sharp images but distorted, echo-filled, or noisy audio. Invest in audio first.

Submit your work

## Training results

You have completed **0** questions.

Review the lesson

You finished reading the article "**AI assists in the video filming and production process.**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.

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