

# BRANDING OUTSIDE THE BOX

## Vlogging 101: Video Toolkit

### CAMERA



In the vlog, Dana is using a pretty standard run-of-the-mill webcam to record. If you can find one that can record 1080HD video, that'll get you pretty far. You can also use a newer smartphone to take really great video (pro-tip: [get a smartphone tripod adapter](#)). However if vlogging becomes a regular feature of your brand, you'll want to upgrade to a better camera. The standard for mid-level vlogging is the [Canon EOS Rebel t6i Digital SRL](#). Keep in mind that with the bigger camera setups, you'll have more options to consider – lenses, remotes, and tripods.

### MICROPHONE



Dana is using a pretty inexpensive lavalier mic that attaches to her shirt. It's plugged in to her computer and records the audio with the video at the same time. You can use a more professional podcasting mic for even better results. The [Blue Yeti](#) is an entry-level USB mic that offers fantastic multi-directional sound recording. If you go this route, you may want to also invest in a heavy duty boom stand, shock mount and pop-filter. A more professional setup is to use a separate audio recorder and master the audio before tracking with the video in post-production.

### LIGHTING



Dana recommends soft, natural light for beginner vloggers. If you're in a pinch, you can use a couple of strategically placed desk lamps to illuminate your recording space. Using more than one light will help soften any shadows. For vlogging enthusiasts, this [three point lighting set](#) is an economical way to get into more professional lighting. The set isn't recommended for outdoor use, but perfect for soft-lighting a video or leveling-up the professionalism of your product photos or blog featured images.

### PUTTING IT ALL TOGETHER

And finally, you'll need some video editing software to clip out any flubs, mix a background soundtrack, add some transition screens and overlays, and export your video for uploading to YouTube, Vimeo, etc. You can absolutely use Microsoft Movie Maker or iMovie for all your basic video editing needs. Professional vloggers use either [Adobe Premiere](#) (if you're a CC member, it may already be part of your subscription) or [Final Cut Pro](#) (sorry Windows users, it's only available on Mac OS).

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