

# British Council IELTS Testimonials Filming Guidelines

## 1) Setup and Framing:

- **Location:** Choose a quiet, well-lit location with a neutral or simple background. Avoid clutter or distractions behind you.
- **Camera Position:**
  - Position the camera at eye level to create a natural perspective.
  - Frame the shot so that your head and shoulders are visible. Aim for a **medium shot** where your face is clearly visible but not too close.
  - The shot should include you standing or sitting comfortably with some space around you, ensuring the focus remains on your face and expressions.



- **Lighting:** Ensure the light source is in front of you (e.g., facing a window or light). Avoid backlighting or having strong lights directly above or behind you, which may create shadows or make your face hard to see.

**INCORRECT**



**CORRECT**



## 2. Audio Quality:

- **Quiet Environment:** Ensure the space is free from background noise, such as loud fans, air conditioners, or traffic sounds.
- **Microphone:** If using an external microphone, ensure it's positioned properly, close to your mouth but not blocking your face or visible on camera. If using a built-in microphone, make sure the camera or phone is close enough to capture clear audio without distortion.

## 3. Speaking and Body Language Tips:

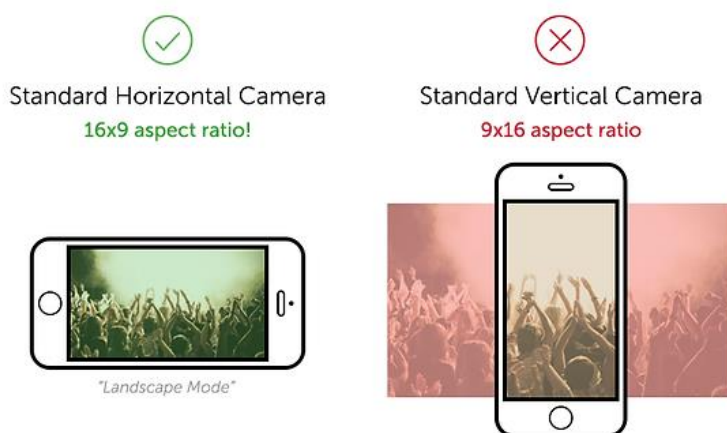
- **Be Natural and Relaxed:** Speak slowly, clearly, and confidently. Smile and be expressive.
- **Eye Contact:** Look directly at the camera lens as if you're talking to someone. Avoid looking off-screen.
- **Gestures:** Use natural hand gestures, but keep them subtle and not too distracting.
- **Tone and Pace:** Speak at a steady pace—not too fast or slow. Aim for a conversational tone, as though sharing your experience with a friend.
- **Posture:** Sit up straight but comfortably. Avoid slouching or leaning too far forward.

## 4. Lighting and Camera Tips:

- **Natural Light:** If possible, position yourself near a window with daylight streaming in, but avoid direct sunlight that can create harsh shadows. Soft, diffused light is ideal.
- **Artificial Light:** If filming indoors in low light, use a soft light source, such as a ring light or softbox, placed in front and above you to illuminate your face evenly.
- **No Backlighting:** Avoid placing lights or windows directly behind you, as this will make you appear in shadow.

## 5. Technical Tips:

- **Camera Settings:** Ensure the camera is in landscape mode (horizontal), and the resolution is set to the highest possible quality (1080p or higher).



- **Focus:** Make sure the camera is focused on your face. If using a smartphone, tap the screen to focus before recording.
- **Stability:** Keep the camera steady using a tripod or stable surface. Avoid handholding the camera, which may result in shaky footage.

## 6. Recording Process:

- **Stay in Frame:** Ensure you stay within the frame throughout the recording and avoid excessive movement that might take you out of focus.
- **Test Your Setup:** Before starting the final recording, do a quick test to ensure the lighting, framing, and audio are all good.

## 7. Activity or Social shots (optional)

- These shots may be used as additional clips for your videos.
- If you are already in your country of destination, you can record yourself walking around your campus (if you're studying abroad) or at any known landmark. You may simply showcase your favourite spots and smile to the camera showing the environment around you.
- You may also film yourself doing daily life activities such as crossing the street on your way to your school, your house, your local shops, or in transit on a train or bus, etc.

## 8. Submitting the Video:

- **File Format:** Export the video in a commonly used file format (e.g., MP4, MOV).
- **Resolution:** Ensure the video resolution is high enough for clear viewing (1080p or 4K preferred).
- **Editing:** Do not edit your videos. Also refrain from adding filters/ transitions/ texts and graphics/ geotags and hashtags.
- **Submission:** Upload your videos to Google Drive and kindly remove all restrictions by setting folder access to "Anyone With Link". Send the link to this email address: [zinhtet.aung@britishcouncil.org](mailto:zinhtet.aung@britishcouncil.org) and put **IELTS Testimonial Submission** in the subject line.
- **Deadline:** **20 January 2025**

## Guide questions and prompts

### Intro

You may start with any of these lines depending on the aspiration:

Option 1: I took IELTS with British Council, and now I'm in / all set for [Destination] to pursue my dream of becoming a [Aspiration eg- doctor] and grow in a global community!

Option 2: Thanks to IELTS with British Council, [destination] is no longer just a dream! I'm ready to begin my journey toward becoming a successful [aspiration eg. engineer].

Option 3: I trusted the British Council for my IELTS, and now I'm one step closer to making my dream of [aspiration eg- studying at <top university or university name>] in <destination> a reality!

### Questions:

- What role IELTS with British Council played in helping you achieve your goals?  
**OR** What was the most rewarding aspect of taking the IELTS exam with the British Council?
- How did the British Council's preparation materials and support make a difference in your journey? Feel free to mention some of the British Council materials you have used in preparing for the test i.e. IELTS Ready Premium
- What opportunities have opened up for you since you took the IELTS test with British Council? **OR** How do you think IELTS with British Council gave you an edge in applications, such as scholarships or visas?
- In one line how would you describe your experience of taking IELTS with British Council?