TAKUMI
PRODUCTION

A PRACTICAL GUIDE FROM OUR STUDIO

LOOK GOOD SOUND GREAT

The TAKUMI guide to filming yourself at home.



Just you, your phone.
And a few things done right.

LIGHT / SOUND / FRAMING / YOUR VOICE

takumiproduction.com

01 / START HERE

You don't need a studio

You need a quiet corner, a little care and something useful to say. Let's get those things working before we start filling a shopping basket.



1. Find soft light.

Sit near a window, with the light coming from in front and a little to one side.

2. Lift your phone.

Put the lens near eye level on a steady support. Give yourself a little room.

3. Listen first.

Close the door, make a ten-second recording and play it back. Can you hear every word?

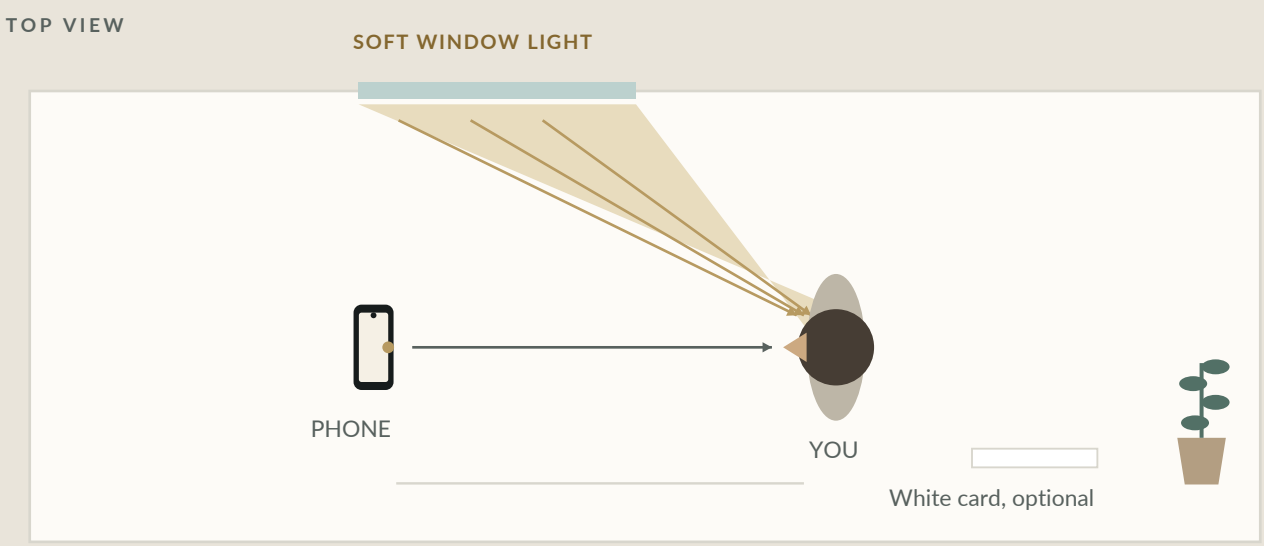
FIND WHAT YOU NEED

Light 03
Camera & framing 05
Sound 07
Your space 08
Phone settings 09
Your brand & message 10
Recording & editing 12
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Mindset 15

02 / DAYLIGHT

Move your chair Then look again

Before you buy a light, try this. Find a window without direct sun pouring through it. Put your phone on the window side of the room, then sit facing the phone.



Face the phone, not the window.

A little to one side.

Start with the window about 30 to 45 degrees to one side of your face. Try roughly an arm's length from it, then move until your eyes look bright and the shadow across your face feels gentle. The angle is a starting point, not a rule.

Keep the light kind.

Harsh sun making you squint? Close a sheer curtain or choose another window. Switch off ceiling lights that cast dark shadows under your eyes. A white wall or piece of card can soften the darker side of your face.

THE SIMPLE CHECK

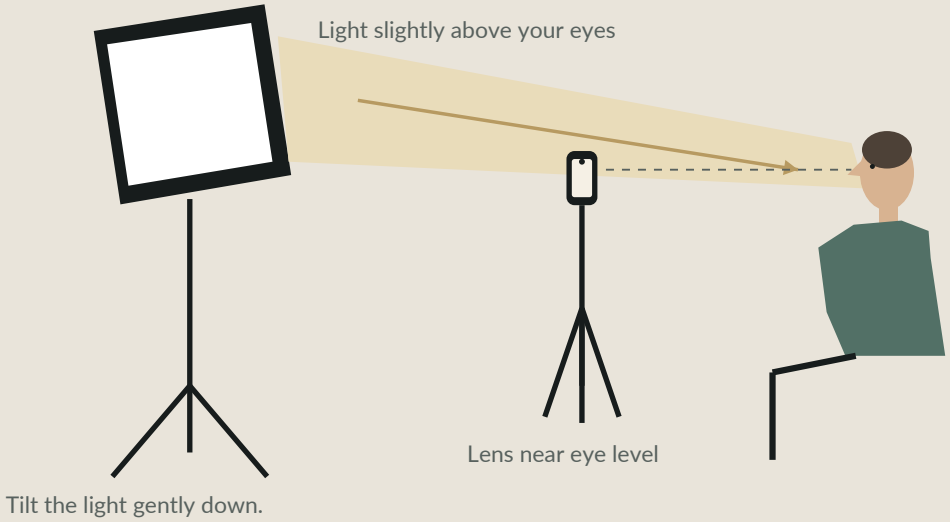
Look at your face, not just the room. If the window behind you is bright and your face is dark, turn the setup around. Backlighting can work beautifully, but it is not the easiest place to start.

03 / WHEN DAYLIGHT IS NOT ENOUGH

One soft light is plenty

Filming after work? Or tired of chasing the weather? A single continuous LED video light can give you a more repeatable setup. You don't need a room full of glowing gadgets.

SIDE VIEW / A COMFORTABLE STARTING POINT



What to look for.

Choose a dimmable LED panel with a decent-sized diffuser, or an LED video light with a softbox. Look for adjustable colour temperature, quiet operation and a stand that won't wobble. A tiny bare light can still look harsh, however bright it is.

Where to put it.

Place it a little in front of you and to one side, just above eye level. Start about a metre away, then adjust the brightness. Keep nearby light sources similar in colour so one side of your face isn't orange and the other blue.

GLASSES, RING LIGHTS & A LITTLE COMMON SENSE

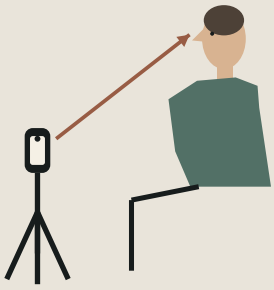
Seeing glare in your glasses? Move the light higher or farther sideways, then check again. A ring light is usable, not essential. Use proper diffusion accessories, never drape fabric over a hot light, and keep cables out of the way.

04 / YOUR CAMERA POSITION

Look like yourself On a good day

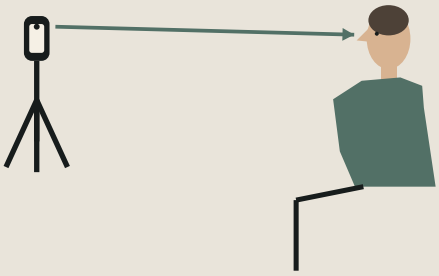
Let's start at eye level. Not because every other angle is wrong, but because it is an easy, natural place to begin. Then give your face a little distance from the lens.

TRY TO AVOID



Low, close and looking up.

A BETTER START



More distance. Lens at eye level.

Step back before you zoom.

Try roughly 0.8 to 1.2 metres from the phone, then adjust for your lens and room. Very close camera positions can exaggerate the features nearest the lens. Start with the main 1x lens, not the ultra-wide 0.5x option.

Rear or front camera?

The rear camera often gives you the cleaner image. But the front camera is perfectly useful when you need to check your frame. Make a test with both. Choose the one that looks good and lets you relax, then look at the lens, not your reflection.

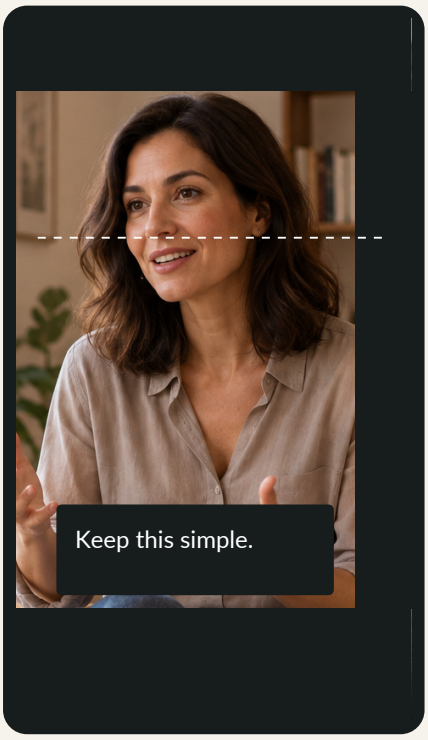
SMALL ADJUSTMENTS, NOT A NEW PERSON

Sit comfortably upright and let your shoulders drop. Turn your body a little, then bring your face back towards the lens. Keep your chin comfortable. You don't need to hide your age, freeze your hands or hold a smile throughout.

05 / MAKE ROOM FOR THE PLATFORM

Frame the person
Leave room for the words

For a straightforward social video, a head-and-shoulders or mid-torso shot is a good place to start. We should be able to see your expression without feeling as though the phone is right against your face.



9:16

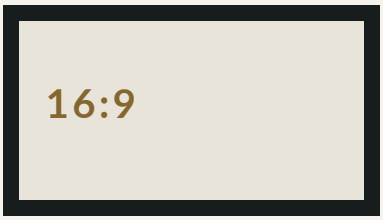
Start vertical for mobile.

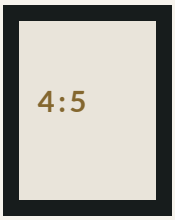
9:16, such as 1080 × 1920 pixels, is a useful full-screen choice for Reels, TikTok and Shorts. It is a recommendation, not a claim that every platform only accepts this shape.

Protect the useful bits.

Leave a small gap above your head. Keep your face, hands and important words away from the edges, especially the bottom and right side where app controls may appear.

Shading is illustrative, not a fixed safe-area specification. Always check the actual publishing preview.





Making a conventional YouTube video or a presentation? Film horizontally in 16:9. A 4:5 version can suit some feeds. Decide where the video will live before you record.

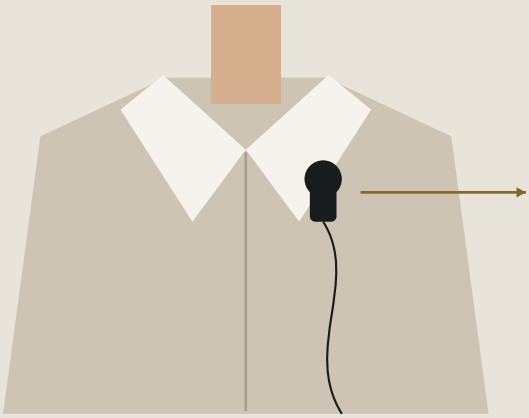
NEED BOTH SHAPES?

Record a separate take for each when you can. Cropping a wide shot into a narrow vertical one may cut off hands, props or other people. Check captions and the cover thumbnail in the platform preview too.

06 / SOUND

Bring your voice closer

A picture can be simple. Your words still need to arrive clearly. Before you spend money on a microphone, close the door, listen to the room and make a short test.



LAVALIER

Clip it around 20 to 30 cm below your mouth. Keep hair, jewellery and fabric from brushing against it.

That little scratch you can hear in the test? Fix it now, not after you've recorded everything.

YOUR PHONE

Fine for a first try in a quiet, soft-furnished room, provided you can keep it fairly close.

WIRED LAVALIER

A sensible seated option. Check the connector and any adaptor with your exact phone.

WIRELESS CLIP-ON

Useful for movement or a wider shot. Check receiver, charging and recording-app compatibility.

USB DESK MIC

Useful for computer recordings. Speak into the correct side and follow its distance guide.

ALWAYS DO THE TEN-SECOND TEST

Listen with headphones. Check for echo, rustling and distortion. Curtains, rugs and upholstery can reduce reflections. Don't assume a receiver light means your app is using the mic. Test the actual recording.

07 / YOUR ROOM & WHAT YOU WEAR

You don't need a different home

You only need the part inside the frame to work. A quiet corner can be enough. Move a few things, make a little space behind your chair and let the attention stay with you.

BEFORE / DISTRACTIONS



AFTER / A LITTLE INTENTION



Illustrated comparison: the same corner, with distractions removed. No renovation required.

Give yourself some breathing room.

Where the room allows it, sit roughly a metre or more in front of the wall. You don't need a blurred background. A little separation and one thoughtful detail, perhaps a plant or a book, are often enough. Check that nothing appears to grow out of your head.

Wear something you can forget about.

Choose clothes that feel like you and sit comfortably. Fine stripes and tight checks can shimmer on camera, so test them. Separate yourself from the background with a different tone. Check glasses, noisy jewellery and the spot where your mic will clip.

BEFORE YOU PRESS RECORD

Look for addresses, client names, private screens and reflections you didn't notice at first. You can keep your home personal without putting your private life in the shot.

08 / YOUR PHONE SETTINGS

Keep the settings simple

Set the phone up once, then give your attention back to what you're saying. These are sensible starting points, not settings every phone must have.

A USEFUL START

FORMAT
Vertical 9:16

RESOLUTION
1080p

FRAME RATE
30 fps

LENS
Main 1x

MODE
Normal video

Clean the lens first.

Use a clean lens cloth. A fingerprint can make a perfectly good camera look hazy. Stabilise the phone, choose your orientation and make a short test.

Keep your face steady in the picture.

Tap your face to focus. If your phone offers focus and exposure lock, try it for a stationary setup. Reduce exposure a little if bright skin loses detail. Unlock and check again if you move.

4K is useful when you genuinely need extra detail or cropping room. It also creates larger files. It is not a substitute for good light.

Light flickering or bands moving?

Try daylight or another lamp first. Under 50 Hz lighting, a supported 50 Hz anti-flicker setting can help. In a manual camera app, test 1/50 or 1/100 second; for 60 Hz lighting, try 1/60. Some LEDs still need a different setting or light.

Keep the workflow predictable.

30 fps is a practical social-video default. 25 fps may help in a 50 Hz setup, but check your destination's requirements; Instagram currently specifies at least 30 fps for Reels. Keep capture and export frame rates consistent where possible.

A FEW THINGS WORTH SWITCHING OFF

Silence notifications. Avoid heavy beauty filters. Use standard video and a simple SDR workflow unless you know your editor supports HDR correctly. Check battery, storage and the microphone connection before the real take.

09 / YOUR BRAND, IN YOUR OWN VOICE

Sound like the business people came to meet

A brand book is simply a shared guide to how your business looks, speaks and behaves. It saves you from making those choices again every time you record.



An illustrative board, not a replacement for your own approved brand identity.

Choose three qualities.

Perhaps you're warm, clear and thoughtful. Add the boundaries: warm, not overfamiliar; clear, not blunt; thoughtful, not long-winded. Those little distinctions help much more than a vague instruction to sound professional.

Agree on the repeatable details.

Keep your logo, colours, caption style, vocabulary and promises consistent. Decide what you call your service, how you address people and what you won't claim. Consistency doesn't mean every video needs the same outfit or opening line.

SAY IT AS THOUGH SOMEONE IS ACTUALLY THERE

Instead of: 'We deliver innovative solutions.'
Try: 'Tell us what's getting in the way. We'll help you work out the next step.'
Use words you would be comfortable saying to a customer face to face.

10 / WHAT TO SAY

One person One useful idea

Before you write a script, finish this sentence: 'I'm talking to ___, who needs help with ___.' That gives you somewhere to aim. A short video doesn't need to explain your entire business.

1 GIVE THEM A REASON

Choose an opening that names something they recognise.

"Does your face look dark when you film at home?"

2 SHARE THE IDEA

Give one useful answer, without a long introduction.

"Before you buy a light, check where your window is."

3 MAKE IT CONCRETE

Show the change, or describe it in plain language.

"Try moving your phone to the window side of the room and sitting opposite it, so the daylight reaches your face."

4 OFFER A NEXT STEP

Leave them with one thing they can actually do.

"Record ten seconds in each position, then compare them. Start with the one where your eyes are easy to see."

MAKE IT SOUND SPOKEN

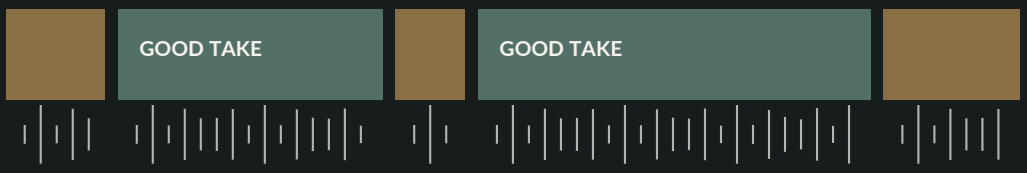
Use three talking points, not a paragraph you are trying to recite. Read the first sentence aloud. Would you actually say it to someone? If not, simplify it. Your opening should help the viewer, not trick them.

11 / FROM THE FIRST TAKE TO THE FINAL FILE

Record in pieces Keep the good bits

You don't have to deliver the whole thing perfectly in one go. Record a sentence or a short thought, pause, and move on. Give yourself a little space at the beginning and end of each take.

A SIMPLE EDIT



Trim the unwanted parts. Leave enough breathing room to sound human.

While you record.

Look at the lens. Breathe out, settle, then begin. Speak clearly without putting on a presenter voice. If you stumble, pause and repeat the whole sentence. That gives you a cleaner edit than trying to repair half a word. Record two or three takes, then choose.

When you edit.

Remove mistakes and pauses that drag, but keep the natural rhythm. Start with the useful opening, not a long animated logo. Balance your voice before adding music. If the music competes with the words, lower it or leave it out.

Captions are part of the video.

Check auto-captions for names, numbers and meaning. Use readable text with enough contrast, keep it clear of your mouth, and leave space around it. Never assume the first automatic version is correct.

Watch the exported file.

Play it on a phone, with sound and once without. Check the first frame, the ending, the captions and the app preview. Keep an original master copy. Don't judge quality only inside the editing timeline.

12 / SAVE THIS PAGE

Before you press Record

Keep this nearby. Tick the boxes in a PDF reader that supports forms, or print this page. You don't need a perfect setup, just a check that the important things are taken care of.

THE PICTURE

- [ ] The lens is clean.
- [ ] The phone is stable, near eye level.
- [ ] My face is softly lit and in focus.
- [ ] The frame leaves room for captions.
- [ ] The background is tidy and private.
- [ ] My clothing and glasses look right.

THE SOUND

- [ ] The room is as quiet as I can make it.
- [ ] The correct microphone is recording.
- [ ] Nothing brushes against the mic.
- [ ] I have listened to a ten-second test.

THE MESSAGE

- [ ] I know who I'm speaking to.
- [ ] I have one clear purpose.
- [ ] My opening gets to the point.
- [ ] My talking points are beside the lens.
- [ ] My words fit the brand.
- [ ] The viewer has one useful next step.

THE PHONE

- [ ] Orientation and format are right.
- [ ] Battery and storage are sufficient.
- [ ] Notifications are silenced.
- [ ] Focus and exposure look steady.
- [ ] I have checked a complete test clip.

TODAY'S VIDEO IS FOR...

I WANT THEM TO UNDERSTAND...

13 / WHEN SOMETHING FEELS OFF

Change one thing Then test again

You don't need to fix everything at once. Find the thing that is distracting you most and start there.

My face looks dark.	Turn towards the light or move the window out of the background. Check exposure on your face.
My voice sounds far away.	Bring the microphone closer. Try a smaller, softer room and check the recording app's input.
My glasses reflect the light.	Lift the light or move it sideways. Make a small change, then check both eyes.
The light keeps pulsing.	Try another lamp or daylight. See the anti-flicker options on page 9.
I sound as if I am reading.	Put the script aside. Say the same idea to one imagined customer, using your own words.

A FEW USEFUL REFERENCES

Technical notes, checked 27 October 2026. Device menus and platform rules can change. Tap a title to open the official guidance.

01 Canon: Social media video hacks
02 Canon: Indoor light & reflectors
03 Nikon: Soft light for portraits
04 RØDE: How to use a lavalier mic
05 RØDE: Better audio at home
06 Apple: Record video on iPhone
07 Sony: Reduce video flicker
08 Instagram: Reel size & aspect ratios
09 YouTube: Shorts formats
10 Canon: White balance explained

Illustrations are explanatory, not measured test results. The home-filming photograph is AI-created. Diagram positions and distances are starting points to adapt to your room.

14 / ONE LAST THING

Forget the camera
Think about the person

Imagine one person who would genuinely find this useful. Not a crowd. Not an audience waiting to catch you out. Just someone who needs the thing you know.

You don't need a television voice, a constant smile or a new personality. You can be thoughtful, quiet, lively or a little nervous. Give yourself something more helpful to do than monitor every expression.

MOVE YOUR ATTENTION

From: 'How am I coming across?'

To: 'What would help this person understand?'

Before you start, breathe out and say your first line as though you were answering a real question. When you lose your words, pause and try again. You don't owe the camera a flawless performance.

Then watch the take with a purpose: is the message clear, can I be heard, and does it feel like me? Fix one useful thing. Don't turn the review into a search for everything you dislike about your face.

You are not here to impress a lens.
You are here to help someone understand.

Some stories need a phone and a little care. Others need a crew. When you need a hand, tell us what you have in mind.

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