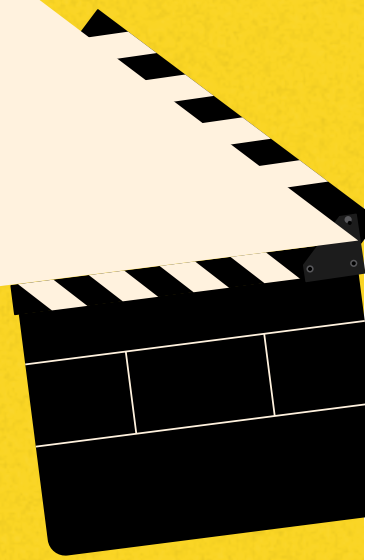


# UGC FILMING

# CHECKLIST



## CAMERA SETUP

- Medium camera shot
- Straight & stable camera position
- Space between you & the background
- Set to 4k Resolution (iPhone)
- Good lighting

## BACKGROUND

- Minimalist backdrop
- Lots of natural light
- No visible clutter or mess
- No visible brand names

## THE APPEARANCE

- Clean, non-revealing clothing
- Natural makeup
- Simple hairstyle
- Clean hands & fingernails
- No visible brand tags or distracting prints

## LANGUAGE & CULTURE

- Don't swear
- Try out multiple interpretations of the brief
- Ask for feedback
- Be yourself!