



*Lighting, composition, sound — there's more to consider if you want engaging videos than just point and shoot.*

(NC) Whether you're taking endless videos of your grandkids or trying to become a social media influencer, it takes practice to create appealing video content. If you're just starting out or looking to improve your videos, a few simple steps can go a long way to making them more polished and engaging.

#### Plan your lighting.

Cameras need light to capture images, so don't forget this step. In general, more light is better as it keeps your subjects clear. However, be wary of overhead lights or harsh noontime sun, which can wash out your star or add unflattering shadows to their face. Instead, softer morning and evening light are often best.

For indoor images, try experimenting with a few different lamps or lights together to see what setup you like the most. If you're outside, have the sun at your back. Although your subjects may be facing the sun, it will be worth it once they see the results.

#### Consider composition.

How you frame the images in your video matters. Use the tried-and-true rule of thirds to help draw the eye and create interest. Think of your screen as divided

into thirds using a grid pattern with two vertical lines and two horizontal ones, then hold your camera so the object or person of focus is where two of the lines intersect. It's okay if you cut off the top of their head in the frame, that's more natural than leaving their chin out of view. If you'll be moving the camera around, hold your first shot for about 10 seconds first to let your audience get oriented, and look ahead to where you'll stop moving.

#### Don't forget about sound.

Whether you're used to taking photographs or you're just caught up in the moment, it can be easy to forget about the audio side of the video. Audio recorded directly by the camera is often not great quality, your camera is far away from the subject and there's other competing noise. While this might not matter for random home movies, it helps for special occasions.

Think about how much better a video of your grandkid's birthday party would be if you could hear their joy and laughter crisp and clear. It's usually worth it to buy an external microphone for video recording. If you think you'll be doing any interviews, a mic that clips on to the speaker's shirt is also handy.

# AI ?

YOUR QUESTIONS ANSWERED

(NC) Artificial intelligence, or AI, has become a hot-button topic as generative AI programs such as ChatGPT are now available to the public. Here are some common questions and concerns to help you better understand it.

#### What is artificial intelligence?

Put simply, AI is a computer program that is pre-programmed to analyze and complete tasks typically done with human intelligence, such as recognizing a face or driving a car. That might sound right out of science fiction to some, but artificial intelligence is not limited to tech experts or people on the cutting edge of what's cool.

#### Who uses it?

You might not even realize it, but some form of AI is likely already a part of your day-to-day life. If your phone auto-completes your text messages or emails, if you use a customer service chat window online or if you have a smart home assistant that recognizes your voice, you're already using AI to make your life easier.

AI programs can also be a useful tool to help you generate ideas or start research for homework assignments, projects at work or travel itineraries. No one should claim AI-generated content as their own, but it can save you time in the information-gathering and brainstorming phases of a project.

#### How worried should you be?

Like any powerful tool, AI brings risks along with rewards. If you're worried about it taking over the workplace or humanity, you can rest easy, AI tools don't possess human-like smarts and generally only excel at the specific tasks they are trained to perform. There are limits to its abilities, and with a lot of AI-generated content, humans still need to review and confirm its accuracy.

For example, while an AI program may seem to interact with the information or questions that users enter, its output is still passive. It won't push back on your assumptions and may even invent statistics to respond to the prompts provided. Anyone who uses AI will need to hone their critical thinking skills.

Instead of leading to unemployment, it appears that our skill sets will shift as AI becomes more normalized, just as they did as the internet became a routine part of life. At the same time, there are certainly many considerations to think about as you look to use it in your day-to-day life.

#### What are some common risks?

Researchers have shown that AI programs can show bias, as the output is only as good as the input. When AI models are trained on data that contains bias, AI will replicate and potentially increase this bias. What's more, AI may present users with incorrect information on a particular topic simply because that detail often shows up across the corners of the internet. Bias and misinformation are risks, and people must carefully review and think critically about its output. We'll all need to stay aware of developments in AI to avoid being duped.

Ethics is also an important part of conversations about AI, whether it's schools creating policies and educating students about AI or companies deciding how to use it responsibly and providing employee education.

There are many resources to help foster this conversation among adults, students or executives and boost your knowledge of the ever-evolving space of AI. The Telus Wise program has been around for 10 years, providing free educational workshops and tools to help everyone understand digital tools, including AI, and how to stay safe using them.

Find more information at [telus.com/wise](https://telus.com/wise).

## How long does a laptop last?

(NC) Computers are essential to everyday life, but slow start-up times, noisy fans and faulty batteries might have you counting the number of candles on your laptop's birthday cake. Even if you love it, how long should you keep it?

"The average laptop in Canada is about four years old, but a well-maintained laptop usually has a lifespan of three to five years because processors are much faster than they used to be," said Emile Perez, sales expert at Intel Canada. "No matter how well you take care of your device, time will inevitably take a toll."

Here are four signs it's time for a new laptop.

**1. You can't multitask.** As your laptop ages, its processor, the "brain" of the laptop, can be weighed down by the demands of new updates. As a result, older devices may not have enough processing power to watch videos, play games or surf social media at the same

time, making for a frustrating user experience.

**2. The battery won't charge.** Over time, a laptop's battery will charge less efficiently and may stop charging at all. Some laptops can have their battery replaced, but many offer no way to swap the battery, making an upgrade necessary.

**3. The fan is noisy.** If your laptop fan runs constantly or makes loud noises, that's a sign the hardware can no longer keep up with the software you're running. If you can't upgrade right away, make sure your laptop is free of dust and has adequate ventilation to help reduce heat build-up.

**4. It doesn't support the latest operating system.** Even if your laptop still functions, it's risky to use if it can't keep up with the latest security updates. Going without updates puts your computer, your data and even your identity at risk with hackers.



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