

## TIPS FOR CAPTURING PROFESSIONAL VIDEO WITH YOUR SMARTPHONE

### 1. KEEP YOUR PHONE STEADY

A tripod can easily keep your smartphone still. But if you don't have a tripod on hand:

- ask a friend or a family member to hold it for you. In order to achieve a stable image, ask them to hold the smartphone with both hands and keep their elbows against their body.
- use your phone car holder and mount it on something high enough to ensure that the smartphone is recording at your eye level. Avoid looking down at your smartphone while filming as this will create the impression of a double chin.

### 2. PAY ATTENTION TO COMPOSITION

To improve the overall quality of your video follow the rules of composition. A well-composed shot will naturally lead viewers to focus on exactly what you want to highlight.

- position your subject or yourself in the middle of the frame.
- align the shot with flat surfaces. You can also use the grid to ensure that your videos aren't crooked. Keep the lines of the grid parallel to the floor, a wall, or some pillars.
- allow some space between you and the background. This prevents the shot from becoming claustrophobic.
- keep eye-catching objects out of the background. Any movement in the background can easily steal your viewers' attention from the subject.
- don't crop out the chin or the top of the head. Try to frame yourself, as much as possible from the elbows up, including around 5 inches on top of the head.

### 3. ALWAYS FILM IN LANDSCAPE POSITION

To avoid this amateur mistake, make sure to use **landscape orientation** and not portrait orientation while filming. Not only does landscape make your video seem more aesthetically pleasing in general, it will also make it more enjoyable to watch when viewed on a widescreen or television.

## 4. MIND THE LIGHTING

In order to avoid bad lit shots, where you could look like you have bright yellow skin and red eyes, remember to film in an area with **even lighting**. If you're outdoors, this means avoiding midday shoots which will result in hard shadows.

For interior filming, where the light levels are low, try to place yourself near a window . The window should be either on your right or your left. Never behind you. You could also use any available lamps in the house to light the area you film in. Avoid using mix lighting (light from outside mixed with light from the lamps). This will throw off the white balance in your video creating colour casts, and as a result, yellow, red or blue skin tones.

## 5. TAKE CONTROL OF EXPOSURE AND FOCUS

Your phone might sometimes adjust its exposure and focus at an inconvenient moment. An example of this is when a nearby subject becomes blurry or too dark because your phone targets the background instead. In order to lock your phone's exposure and focus **simply press and hold** on a certain part of the screen to activate the Auto Exposure/Auto Focus Lock.

## 6. ZOOM IN WITHOUT USING THE ZOOM FUNCTION

Unlike professional cameras, smartphones use digital zoom instead of optical zoom, which results in pixelated close-up shots. You're better off keeping the phone zoomed out but physically moving closer to the subject.

## 7. RECORD GOOD AUDIO TO MATCH

- where possible use an **External Microphone**.
- avoid filming in empty rooms, tunnels, or halls, which tend to give off echoes.
- avoid crowded places, which produce intense ambient noise.
- avoid windy areas. Alternatively, cover the smartphone's mic with your hand to reduce wind noise.
- be gentle when adjusting your phone to avoid any squeaks, clicks, or taps ending up in the audio.

## 8. CHECK AND SET YOUR VIDEO SETTINGS

Most premium smartphones these days have a few different resolutions and frame rates to choose from. On Android phones, these settings are usually

right inside the main camera app, either tucked behind the settings gear wheel, or accessible via a toggle button.

Apple, however, has put these options in the main settings menu. You have to back all the way out of the camera app, go into Settings, scroll down to Photos & Camera, and then scroll down to the Camera section.

**Please set your video settings on 1080p HD at 30 frames per second.**

## **OTHER TIPS**

- to avoid smudgy or dirty images **Clean Your Lens** before filming.
- to avoid distractions or an interrupted video session please **Use Airplane Mode**.
- before starting filming ensure that the battery is **fully charged**.
- and finally, **please dress smartly**. Avoid t-shirts with big logos or heavy graphics. Consider the occasion and your audience before deciding on what you should wear.