



# GUIDE TO SHOOTING VIDEO ON YOUR SMARTPHONE

# ORIENTATION



## **Shooting horizontally/landscape is generally best if...**

Your video is the kind you see on computer monitors, televisions, cinema screen and even websites.



## **Shoot vertically/portrait if...**

Your video is intended for Instagram stories, Facebook stories, Snapchat or TikTok.

A vertically-oriented or portrait video is one that's tall rather than wide. It takes up the entire phone screen, focusing the user's attention on the playing video.

# USE A TRIPOD



Using a tripod to stabilise your footage will make your video look more professional and also help the editor to seamlessly cut it.

While you might have relatively steady hands when recording your video, any slight movements will make it much harder to edit multiple takes of your footage later, resulting in a less professional-looking video.

Here are some tripod options:

<https://amzn.to/2wQpMRZ>

<https://bit.ly/2XatoJ5>

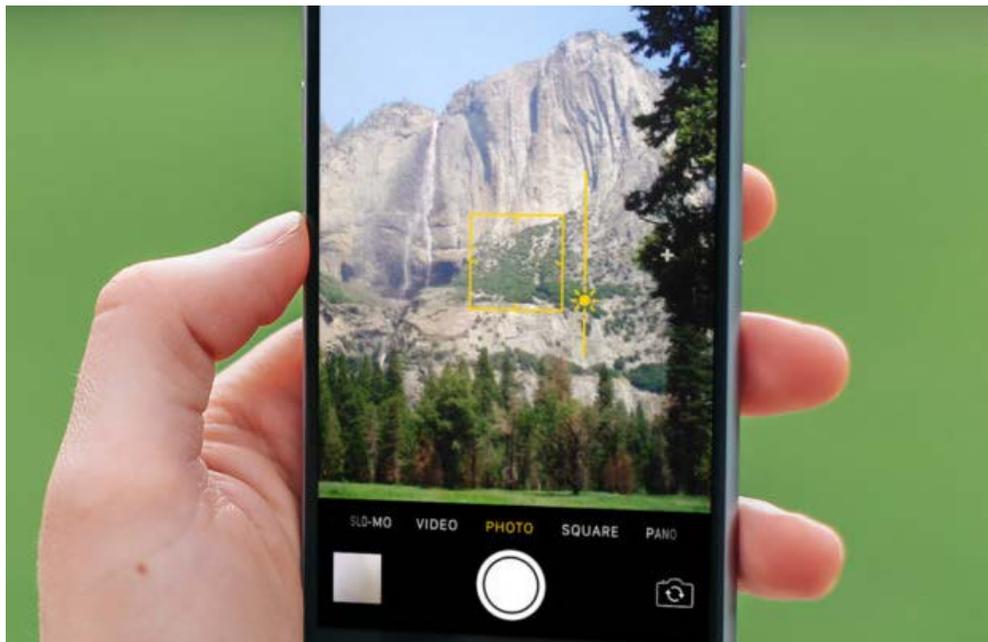
# LIGHTING



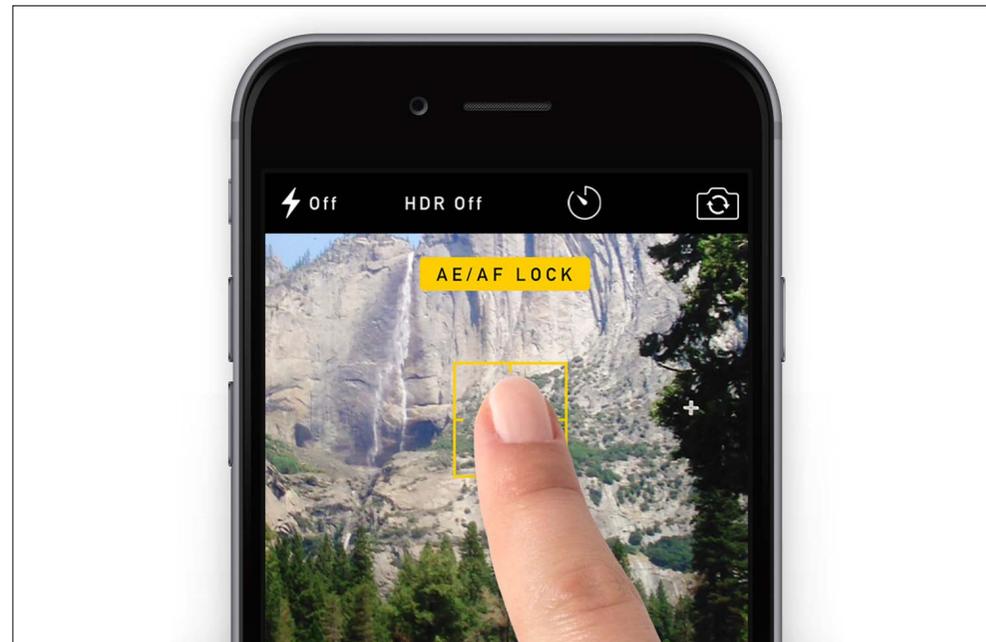
**Natural lighting looks great in almost every instance.**

Always aim to sit near a window for great natural light. Never have the window behind you or you'll be left with a silhouette. For best results, try to record your videos during the day. If you have to record your video in the evening, sit adjacent to a decent light source – preferably with light on both sides to limit any shadowing.

# EXPOSURE & FOCUS



Smartphones will automatically adjust exposure and focus accordingly. That's great for taking photos, but ideally while recording a video you'll want to have more manual control and lock these down – otherwise they may adjust and leave your footage overexposed and out of focus.



**Tip:** After finding the right location and setting up the phone on a tripod or a stable surface, you can press and hold the phone screen to lock the exposure and focus, giving your video a consistent look.

# AUDIO RECORDING



Smartphones don't usually have great microphones, therefore always aim to find a quiet room where you don't have any external noise and sit as close as possible to your phone.

**Tip:** To record sound well, hold your external microphone around 30cm from your mouth,



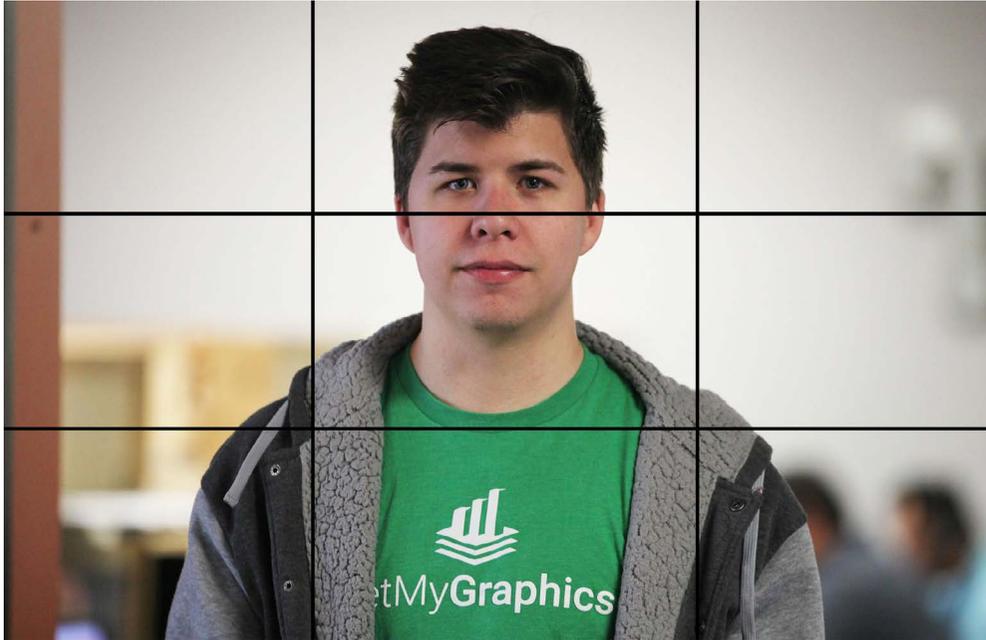
if it has a clip - simply clip it on to your clothing collar or on the 3rd button of your shirt. Avoid breathing directly on your mic.

Here are some external microphone options:

<https://amzn.to/2UEIW6b>

<https://bit.ly/3dUPhSz>

# FRAMING



Framing is directly related to the quality of your audio and video, good framing will automatically help your audio quality. Place yourself (or whatever the focus of your video is) in the centre of the phone screen, making sure you're not cropping out part of your head or face.



**Tip:** Try to place your phone at the same height as your face so that you're looking straight into your phone - not down or up.

# B-ROLL



B-roll is a selection of supplemental or alternative shots that intercut your video's main shots. For example, if the main focus of your video was an artist painting a picture, your b-roll would include shots of the paint, paintbrushes, mixing the paint, the blank canvas etc.



## **B-Roll Quantity**

A good rule of thumb is to shoot enough b-roll to cover five to six times the final tutorial/hack length. If your finished tutorial is one minute long, then you should shoot 5-6 minutes of b-roll variety to cover it.

**Tip:** Don't shoot too much, otherwise you'll spend a lot of time later just watching the b-roll back.

# GET DIFFERENT ANGLES



There are generally three types of shots: Wide angle, medium and close-up. Start by including a wide shot of the location where the action is happening. It's good practice to capture a close-up, medium shot and a wide shot of everything you shoot – this gives you more options when editing.

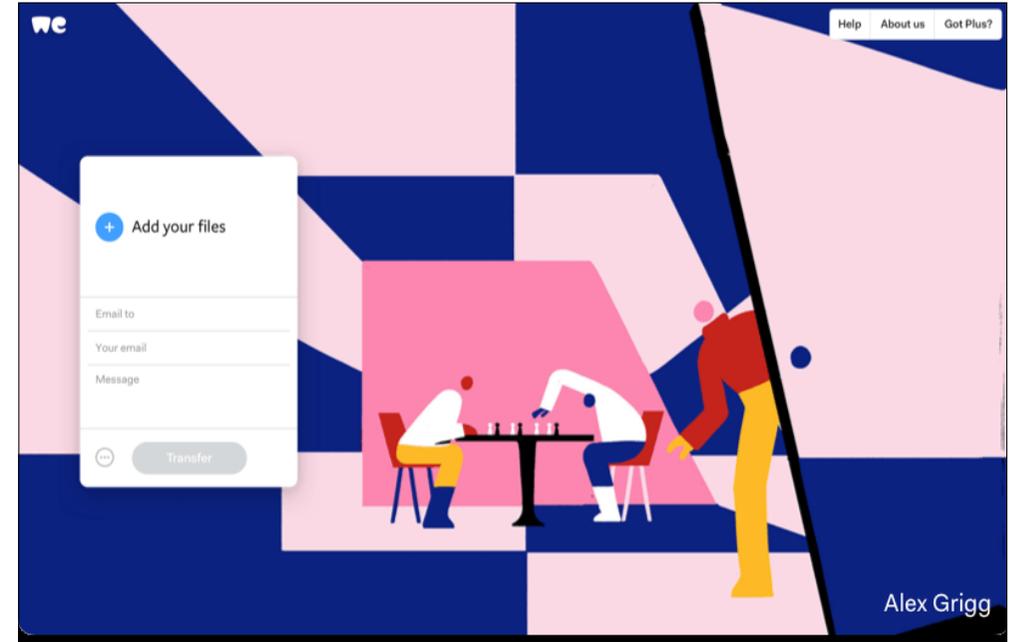
Example: If you're capturing someone painting a picture, start at a distance – first taking a wide shot showing the location, including the person.



Then, take a medium shot where you only see their body from the waist up.

Next, take a close-up – showing the paint, brush bristles etc. To execute a close-up, you must hold your phone stable for 10 seconds and always ensure your subject is in focus.

# SHARING YOUR VIDEO



Social media and instant messaging platforms (WhatsApp etc.) tend to compress videos and lessen both the audio and image quality. The best way to share your video is by downloading it from your phone and sending it via **WeTransfer.com** or **Dropbox.com**