

How to shoot a video using your smartphone

This guide offers some tips for getting the most from your videos created using an iPhone or Android smart phone. User-generated videos are ideal if you have a small budget – or where slick production isn't a priority. That said, you want to make it as professional as possible: so below are some tips on how to do it!

1. **Shoot your video horizontally (landscape)**

We're living in a widescreen world! Laptops, social media platforms and websites are all landscape-shaped. So, avoid vertical screens and ensure your video looks like this (16:9).



2. **Choose the right background**

Make sure it doesn't distract attention from the person you are filming. Avoid having people wandering into shot; make sure there's no third-party branding showing; and in general keep the background as neutral as possible.

3. **Use a tripod or gimball if you can**

No matter how steady your hand may be, smartphones will always wobble a little with a handheld shot. If you don't have a tripod, try to be creative in using something else to stabilize. For example, holding your arm against a wall can help.

4. **Avoid using the zoom**

Avoid the temptation of using the smartphone built-in camera zoom function. Since the lens isn't zooming optically, you are only enlarging the picture digitally - which means you'll end up with unsightly pixels. So, keep it as-is.

5. **Light your video**

The built-in camera flash on your phone doesn't compare to the quality of off-camera lighting. If you don't have a studio light, natural light will work. So, use the sun! Make sure that light is always directed onto the front of your subject – with minimal light everywhere else: eg, windows/lamps/sunlight behind the subject. Otherwise, they'll appear in the dark!

6. **Get your microphone close to your subject**

Try and get your microphone as close to your subject as possible to avoid background noise. For better quality, plug an external microphone into your phone. Always shoot the video in a quiet area. Turn off any music, radio, air conditioners and other noisy machines. And always listen to playback with headphones to ensure the audio is clear.

7. **Keep it short and to the point**

Keep your message below 50 seconds.

Allow yourself about 3-5 seconds before you start talking and wait 3-5 seconds before turning the camera off at the end of your quote. And keep smiling! 😊

8. Edit if you can

Try and improve your short video by adjusting the length, contrast, saturation or white balance. You can do this on your computer with a video editing program; or on your phone using a video editing app.

9. Final format

Make sure your video is converted into the MP4 format. Avoid using effects and don't use music due to rights issues (and the fact it may be edited out later!).

And finally, some useful apps

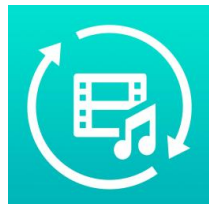


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