

TIPS FOR BETTER SMARTPHONE VIDEOS

AVOID VERTICAL VIDEO



Longer videos are best viewed horizontally. Widescreen TVs, laptops, movies, and webinars are all horizontal. Snapchat, TikTok, and IG Stories are vertical but clips look best when the camera doesn't move.

PLAN CAMERA MOVES



Avoid moving the camera just because you can. Moves should be planned and rehearsed before hitting record.

AVOID ZOOMING IN



A phone's digital zoom is simply cropping the image, therefore losing quality. It's best to physically move closer to your subject. Zooming can also increase shake.

SUNSHINE ON YOUR SHOULDER



Pay attention to the amount and direction of light. Seek window light when filming indoors but avoid backlighting. Let the sunshine "kiss" one of your shoulders and fill your scene.

UTILIZE EXPOSURE AND FOCUS LOCK



Tap and hold the screen to lock in exposure and focus. With iPhones tap and hold until "AE/AF Lock" appears.

USE A MIC



Keeping a microphone close to your subject is key to capturing clear audio. A low-cost option is using earbuds with a built-in mic while recording. Lav and stick mics are available online.

USE AIRPLANE MODE



Avoid interruptions by switching to airplane mode before filming unless you're providing live video. Nothing ruins a clip more than a phone call or notification ding.

USE A TRIPOD



Viewers appreciate stable videos. The easiest method to accomplish a stable video is by using a simple tripod.