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VIDEO RECORDING TOP TIPS

How to use your mobile device to create outstanding videos





Hold your device horizontally ***not vertically!***

If you shoot video vertically, you get black bars on either side of the image, which isn't engaging for your viewers, and can visually impair your video.

When you hold the device horizontally, you're taking advantage of its natural aspect ratio, and the black bars will vanish.







Stabilize the device

Stabilize your phone or tablet so you don't take a shaky video. Even a little bit of movement is hugely distracting for the viewer.

Ideally use a tripod or device holder.

At the very least, hold the camera close to your body using both hands, and with your elbows by your side, instead of at arm's length, which will minimize bobble.

You can also improvise by propping up the device on some books or a wall.



Use natural ***Lighting***

TTry to keep your face well lit.

Positioning yourself with your back or side to indirect sunlight will create a far more engaging shot.

Choose your ***Location***

Shoot your video where you work so it’s authentic. This can be your home office or garden.

Avoid using a large conference room, which can also create echoes.



Capturing good ***Sound***

If possible, capture sound with an external microphone.

If you don’t have one position yourself no more than an arm’s length from yourself.

Avoid a location with a lot of background activity and noise.

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HAPPY VIDEOING

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