

## BEST PRACTICES FOR VIDEO RECORDING WITH SMARTPHONES



### COMPOSITION

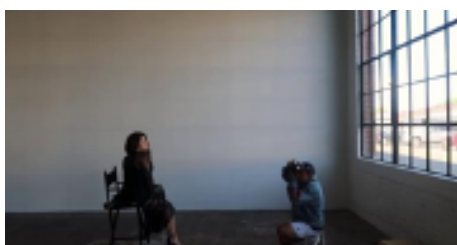
For most videos, make sure you hold your phone horizontally (landscape). However, for many social media platforms (IG, TikTok) hold it vertically (portrait). If posting on YouTube and/or elsewhere, hold the phone horizontally. Record with the phone at eye level. Avoid recording the subject from a low angle.

### FOCUS

Lock your focus and exposure. On some phones, you need to tap on the face/image that you want the camera to track, focus and adjust the lighting.

### KEEP THE SHOT STEADY

If you hold your phone, use both hands to keep the shot steady. Propping your phone on a stand or on a tripod is better. If you don't have a tripod or stand, get creative. A few books, a small box or anything sturdy will do the job.



### LIGHTING

Look around and use available light sources. Light coming in from your window or a lamp can do the trick. You don't want the primary light coming from behind you, so don't stand with a window or light at your back. Position yourself so that the light is hitting your face either to the side or straight on.

You want to have plenty of light on your face to avoid dark shadows.

### AUDIO

Be aware of natural sounds when you record. If you record outside, listen for the sound of the wind, dogs barking, ambulance sirens or construction noises. If recording inside, listen to hear if the AC unit is too loud, which might mean you should move to a different part of the room or a different room. If there are others talking in the background, politely ask them to stop or move to a different location.

### OTHER THINGS TO CONSIDER

- Don't chew gum on camera.
- Avoid brand/product names in the shot.
- Avoid a cluttered or messy background.
- Make sure whoever is being recorded gives permission to be recorded. If it is a child under 18 years old, get permission from their parent.

### MORE TIPS

<https://www.nytimes.com/2018/04/17/smarter-living/beginners-guide-phone-video.html>