

Recording Video On A Mobile Device-Best Practices

- Shoot in landscape mode
- When possible, have someone shoot the video for you
 - And when having someone else shoot the video for you, USE BOTH HANDS
 - If you are shooting the video by yourself, use a tripod or other type of stand
- Framing is important
 - Completely fill the frame with the person you are shooting
 - You can also put the subject slightly off-center to create a more visually stimulating scene.
- Background is important
 - Don't shoot your video in front of a backdrop that is too involved; simple, yet thoughtful and well thought is the way to go. For example, shooting in front of a wall in your home with maybe a plant or a wall hanging to accent would be great, or even shooting in front of a bookcase or something similar is also a great route to take. Just be mindful of your audience.
 - Avoid BACKLIT settings. The common eye may be able to see people and faces when backlit, but smartphones usually can't and will end up outputting footage that has a bright light that halos a dark figure, leaving almost no discernible features on the subject.
 - Avoid using virtual backgrounds. Yes, they are fun, but without a proper green screen and high end software to help accommodate the digital background, it will end up looking blurry and you will tend to fade in and out the world behind you.
- Do NOT use the camera on the screen side of your phone. This camera typically is lower in quality than the one on the backside of your smartphone.
- Lighting is also important.
 - Most smartphones are equipped with LED lights, which can drastically skew the end footage, and most times, not for the better. Try to use natural, ambient lighting

when possible, or arrange lighting at your disposal in your own home, or wherever you may be.

- If possible, use a light accessory specifically designed for selfie and video recording use with smartphones. “Lumecube” is a great example and is also cost efficient.
- Lock the focus and exposure.
 - In low light situations, your phone will search for focus.
 - On Google and Android devices, tap the screen of your device to lock in the focus and exposure
 - On Apple devices, tap and hold your finger in place to lock in the focus and exposure.
- Make sure to choose the right settings.
 - Common resolutions include 1080p and 4K
 - Both are acceptable formats, however, 4K videos will be a much larger file size than 1080p videos. For example, a 5 second 4K video will be approximately four times the size of the same segment shot in 1080.
 - When using either 1080p or 4K, be sure your device is recording at 30fps (frames per second). Many devices will be capable of recording video at 60fps, which for action shots, will make the video look more fluid and smooth. Most cinema films, however, film in 24fps, so 30fps is more than sufficient.
 - These settings can be found in the camera settings for Apple, Google, and Android devices.
- Audio quality is also important.
 - Ensure your surroundings are as quiet as they can be. If you have a fan or something similar running nearby, turn it off while you are recording your video.
 - Turn your phone on Airplane mode. This will ensure your recording is not interrupted by an unexpected phone call or notification.
 - Don’t place your device so far away during the recording that you sound like you are off in the distance. Microphones for mobile devices have come a long way, but they still have their limitations.
- Yes, it sounds silly, but...clean your lens.