

TIPS ON RECORDING A VIDEO FROM YOUR MOBILE PHONE

Want to create a polished, professional video that impresses your audience? It's easier than you might think.



Use Plenty of Light

Lighting makes a huge difference in the quality of a finished professional video, so make it one of your top priorities during filming. Sun is one of the best light sources for video. If filming in doors, try to avoid overhead lighting. Consider a lamp placed near the camera to brighten your face.

Use a Clean Background

Be deliberate about your background. If you have a favorite spot in your house or office, make sure it is clear of clutter to avoid distraction in the background. Be careful not to film with a window or a reflective surface in the background. A solid background is always a safe choice. Consider a solid color wall or put up a sheet.

Prioritize Crisp, Clear Audio

Your audio quality is more important than your video quality. Be aware of any background noise or other electronic devices that the microphone may pick up. Or use a wired mic that plugs into your phone.

Avoid Shaky Footage

Shaky footage will make any professional video look like a home movie. It's hard to hold a camera completely steady, so try not to hold it at all if you can help it. Instead, use a tripod or set your camera on a sturdy surface like a book.

Use Your Phone the Correct Way

- ❑ On your selected device, go to Settings, then scroll and tap Camera. Select Record Video and ensure 1080 HD at 30fps or 1080 HD at 60fps is selected.
- ❑ Use the camera on the back of your phone. The front camera's quality is not as good on most phones.
- ❑ **Record in landscape mode!** (horizontal instead of vertically). This will give you good footage that looks larger on other devices.

Work on Your Camera Presence

- ❑ Appearing nervous, fidgety, or uncomfortable on camera will distract viewers from your message.
- ❑ Film while seated, avoid standing if possible.
- ❑ Use calm, open body language (don't cross your arms).
- ❑ Smile, especially at the beginning of your video!
- ❑ Wear darker colored clothing which films better than light or bright clothing.
- ❑ Slow down slightly when you talk.
- ❑ Practice, practice, practice.

Plan Your Videos in Advance

A lack of planning can leave viewers underwhelmed with your finished product. Take the time to plan your video thoroughly before you start recording to ensure the quality of your content is just as good as the quality of your footage. Write a script or create a storyboard to help you form your ideas.