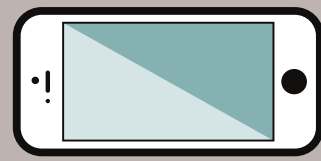


TIPS TO MAKING A PRO VIDEO WITH YOUR SMARTPHONE



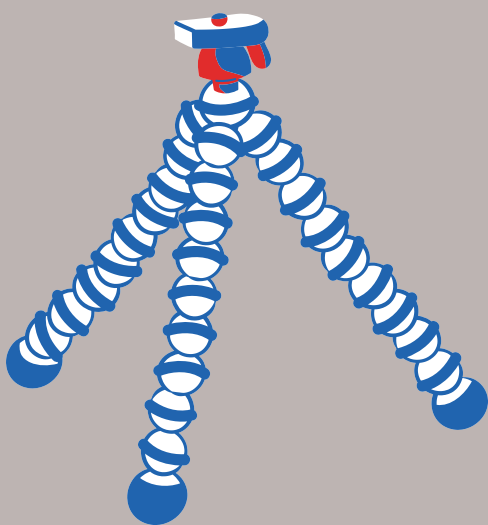
SHOOT IN AIRPLANE MODE

Turning your smartphone to airplane mode will stop interruptions from calls and notifications during filming.



GO HORIZONTAL FOR VIDEO

Nothing ruins great footage like having two black vertical bars on both sides of your video. Computer monitors, TVs, websites - all have landscape-oriented displays.



USE A TRIPOD

Using a tripod to stabilise your footage is paramount in creating professional-looking videos.

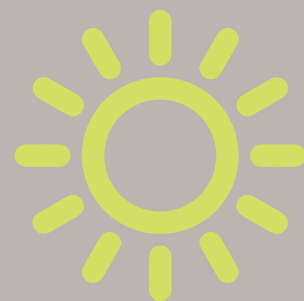


ZOOMING IN - AVOID IT

Sometimes it can be tempting to use the zoom feature on your smartphone to get a closer shoot. But this results in fuzzy video. Instead of zooming, simply move the smartphone closer to the subject.

LIGHTING - NATURAL IS BEST

The general rule here is to use natural light from a window if you can.



SOUND

It's very important to film in a quiet location so that viewers can clearly hear what you have to say.

SETTINGS AND BACKGROUND

- Try to use the same setting or theme for each video - so your content is instantly recognisable.
- Look out for distractions, particularly behind you, when filming.
- Does your setting reflect your brand? Make sure the space around you is tidy and that no confidential papers are visible.
- Do a quick test and watch it to see what's in the shot before filming your whole video. You'll be surprised what a camera picks up!



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