

YOUR ESSENTIAL VIDEO GUIDE

The age of the smartphone has revolutionised the way we think about producing a video, whether it's filming ourselves or others. Not long ago, we'd have needed to bring in a professional film crew just to create a short video of a head of business talking about their team's latest initiative.

Now, there's no reason why they (or you) couldn't do the job on a smartphone.

It means that if you've a story to tell, you can bring it to life by talking to a camera, or by recording an interview or posting footage of a discussion, meeting or event.

Clearly, there are a few things you need to think about to make sure your video looks and sounds good. So we've put together these top tips to help you get up and running.

Did you know...

- *Viewers retain 95% of a message when they watch it in a video, against 10% when reading it in text.*
- *People spend 88% more time on a website that has video.*
- *In social media, video generates 120 times more shares than both images and text.*

THE SET UP

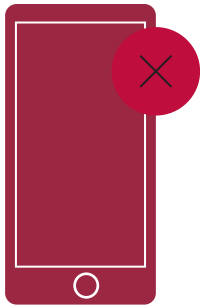
Using your phone

A smartphone camera shouldn't be underestimated. Although most people use the inferior 'selfie' camera for filming themselves, you can immediately up your game by using the forwards facing one, which is usually much higher quality.

Stabilising the camera

Usually, you'll want to avoid wobbly footage – it won't make you look professional! At a bare minimum, put your camera on a stable surface (like a table), but if you have a budget, invest in a tripod.

Camera orientation



DO NOT film in portrait



DO film in landscape

Positioning the camera

Consider what is behind you

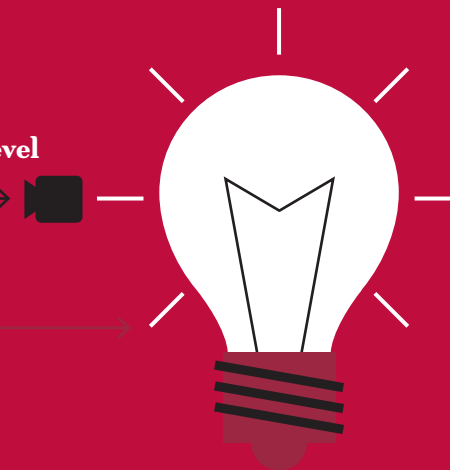
Simple is best and avoid standing directly in front of a wall



Camera position at eye level

1.5 metre distance

Light source
(window or other)



Audio quality

If your audio is poor quality, most likely your video will be, too. If you're filming on your phone, try using a clip-on mic. You'll get far better results than you would from your phone's built-in mic. In fact, it's another game changer.

Think about where you're filming. Excessive wind or background noise can ruin your footage, so find a time and place that's quiet.



Lighting

If you want your film to look fantastic on screens, you need to carefully consider the light you film in. Staying away from harsh sunlight is a must. If you want to shoot outdoors, then overcast conditions are generally better, as some cheaper cameras struggle with the harsh contrast.

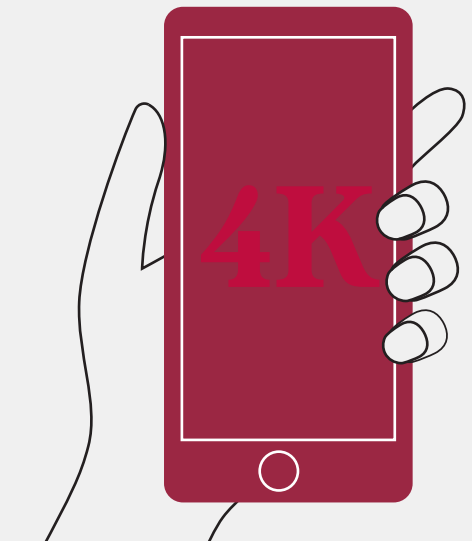
If you film inside, make sure you don't stand with a window behind you, as your subject will appear as a silhouette. Use the window to light you by facing it.

Setting up your smartphone

It's definitely not essential to film at a 4K resolution, but it can have some enormous benefits.

4K offers more options, like being able to zoom in cleanly when editing, since you have a much better source video to work with.

You can easily change this in your smartphone's camera settings.



THE SHOOT

Framing the shoot

Too much headroom, too far.



Not enough headroom, too close.



Just right!



The process

- 1 Get into position and press **RECORD**.
- 2 Pause for five seconds.
- 3 Collect your thoughts.
- 4 Smile (or ask your subject to smile).
- 5 Do the piece.
- 6 Smile at the end and pause for five seconds.
- 7 Stop the recording.
- 8 Watch it back and check for composition, audio levels and lighting.

Be yourself

Many people freeze up as soon as they press record. But with practice, you'll find you begin to relax when filming yourself. Accept that it may take time to appear confident on camera. Just because you're not immediately a natural, it doesn't mean you won't find your groove eventually.

Be authentic on camera and find a style that feels right for you, rather than copying someone else's. Audiences love authenticity.



Editing

Once you've finished filming, you'll need to edit the video, and you have some different options.

If you're confident, or keen to learn new techniques, you can have a go yourself. For example, Apple gives you the option of editing in iMovie, which is a simple and user-friendly piece of software.

One thing to be aware of is that the film should be as short as you can make it. If it's longer than a couple of minutes, you're likely to lose your audience.

Did you know...

- Videos up to two minutes long receive the most engagement.

Looking for more help?

If you get stuck, your friendly communications agency is on-hand to offer guidance and advice.

Whether it's creating a polished script or a rough storyboard to start you off, our creative specialists can support content development that cuts through the noise and helps your message land.

Perhaps you need a glossy opening and closing to your film, name captions or a few subtle edits, or maybe you need subtitles adding. We can help to get you ready.

