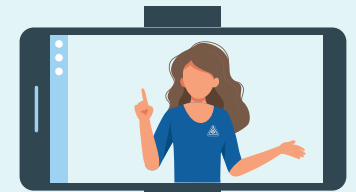
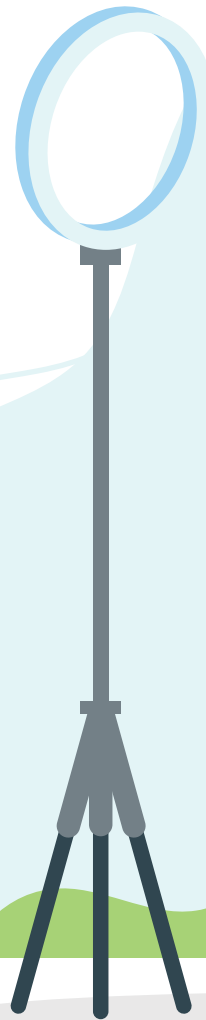




A SCOUTS GUIDE TO SHOOTING VIDEOS WITH YOUR SMART PHONE



1. SET VIDEO RESOLUTION AND FRAME RATE.

Before taking video on your phone, set it up properly. One important setting is video resolution, which refers to how large your movie will be. Your phone should be set to 1080p HD.

Next, check the frame rate, which sets how many individual frames per second (fps) your video records. Common settings are 30 fps, 60 fps, and less commonly, 24 fps. The higher the number, the smoother-looking video you'll produce. Most video is shot at 30 fps, although 60 fps will show smoother, less jittery video when depicting action.

Each of these two settings affects some visual or audio component of your project. They also can determine the final file size of the video. For instance, a five-second video shot at 1080p resolution at 60 fps will be roughly twice the size of the same segment shot in 1080p resolution at 30 fps.

2. MAKE SURE YOUR PHONE HAS ENOUGH STORAGE SPACE.

Have you ever experienced the dreaded moment when you were unable to capture a video because you got this pop-up notification?

Cannot Record Video
There is not enough available storage to record video. You can manage your storage in Settings.

Done

Settings



If this notification pops up while you're filming a video, your phone will stop recording, and you'll have to start over. To prevent this, make sure you have enough space before pressing "record." Delete as many unnecessary files and apps as you can, and if needed, purchase iCloud storage (if on an iPhone) for files to free up more space on your device itself.



3. TURN OFF NOTIFICATIONS.

Another distracting phone feature that could interrupt your filming is how frequently your device receives notifications. Before you start filming, set your phone to Do Not Disturb mode to keep notifications going in the background so you can film uninterrupted. Even better, turn on airplane mode on your phone. Your phone has a radio that can interfere with your audio and video recordings.

You will not notice the static and beeping interruptions until you listen to the playback. Also an unexpected call can ruin your video.

4. FIND A QUIET PLACE TO FILM.

This might seem obvious, but if you're filming at work or out in public, the sight of a phone might not tip people off to keep the volume down if they're nearby. If at the office book a conference space, hang signs telling people to steer clear of where you're shooting, or bring someone with you to block off the area where you plan to film.

5. WIPE THE LENS CLEAN.

Your phone spends a lot of time in your pocket and on tables. Gently wipe the lens of your phone's camera with a microfiber cloth. In a pinch, you can use the inside of a cotton t-shirt. Have your lens replaced if it is scratched.

6. FILM HORIZONTALLY!



When people view videos on mobile devices, the video automatically rotates according to the orientation of the device it's being viewed on. So, it makes more sense to film horizontally so your video can be viewed if the user rotates his or her phone, or is watching on a large tablet or computer screen. If you film vertically and the viewer's screen is rotated, the video will appear more constricted.

There are exceptions to this, of course -- if you're filming a video specifically for Snapchat or Instagram, for example, you should film your video vertically on your phone, because that's how the videos will be consumed.

But if you're filming for Facebook, YouTube, or another video hosting site, film horizontally to help viewers get the best possible viewing experience, no matter what device they press play on.



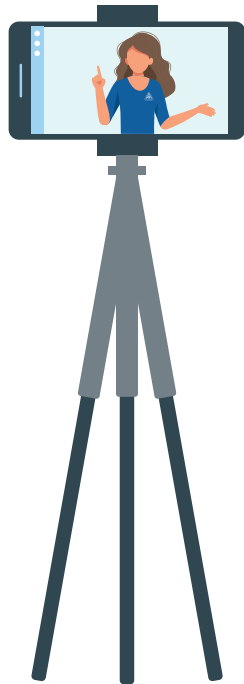
ONLY FILM **VERTICALLY** FOR INSTAGRAM STORY OR SNAPCHAT.



7. USE A TRIPOD.

No matter how steady you think your hands are – they probably aren't steady enough to film a video. Now, it's one thing if you're scrappily putting together a Snapchat Story, but if you're filming a video for that will live permanently on our website, YouTube channel, or other social media assets – you'll need the help of a tripod to keep the video steady and clear.

If you don't have a tripod, stabilize your phone by putting it propped up on a flat surface.



8. LIGHT YOUR VIDEO.

This point is especially important if you're filming indoors with lots of overhead lighting. You don't need to buy anything fancy for this step. You need enough light to give the impression of natural light, which means it's coming from a variety of different light sources, and not just directly overhead.

If you don't have the time or budget to purchase a lighting setup, find a room or location with plenty of natural light – and remember to turn off the overhead lights – to keep your video looking good. Avoid capturing backlit shots by remembering to let the sunshine kiss one of your shoulders.

Or even better, shoot outdoors. Just remember to find a quiet space.



9. USE A MICROPHONE.

Make sure you use some sort of microphone to minimize the impact of distracting ambient noise. The expression "the silence is deafening" is real – especially when it comes to video production.

You don't need a fancy microphone and boom setup like in the movies. You can use something as simple as a microphone that plugs into your phone's headphone input (either a lavalier or wired mic) to get great audio for your videos. Even an inexpensive one will make a big difference.

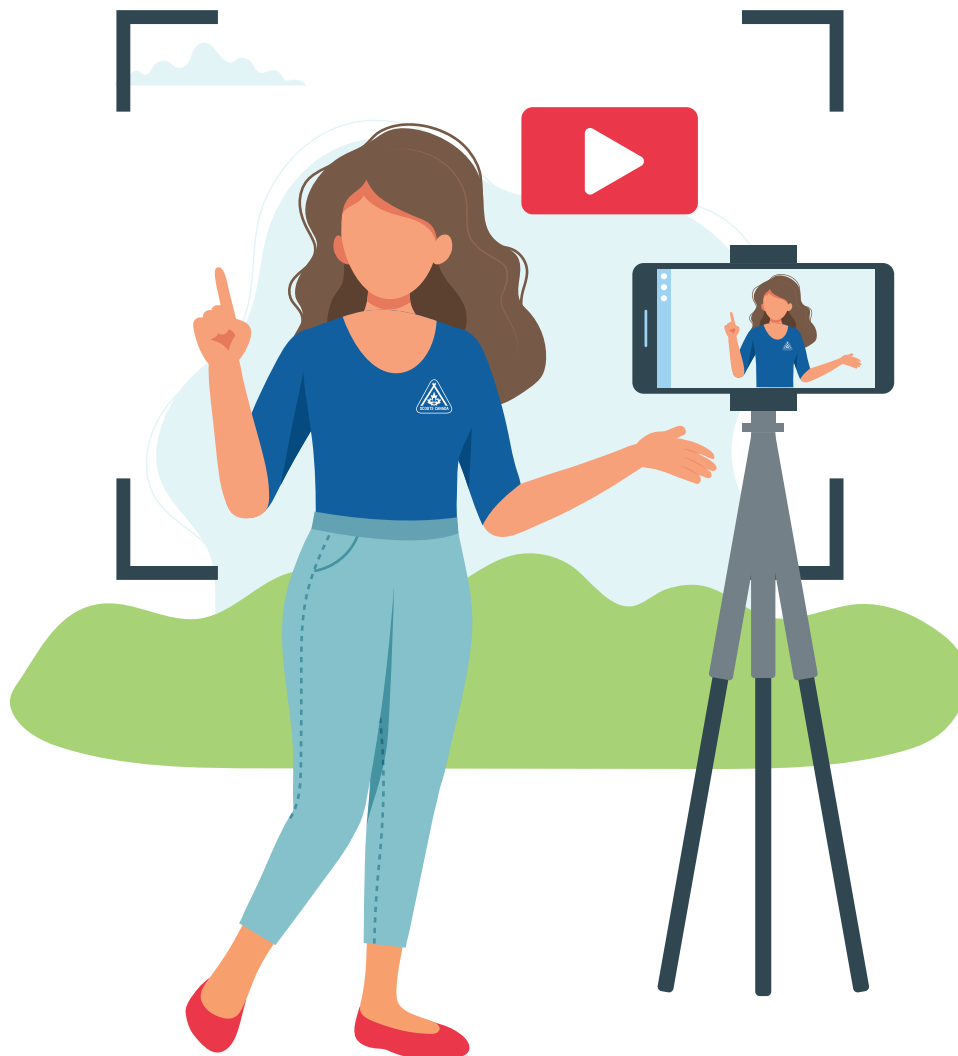
And don't forget to speak slowly and clearly and project your voice.

10. DON'T USE YOUR PHONE'S ZOOM CAPABILITY.

Simply put, your phone's zoom will most likely make your video look bad.

We'll elaborate: Unless you have the ultra-fancy iPhone 12 Pro Max camera, zooming in on any phone will simply enlarge the image. It won't get you closer to what you're filming, so it'll make your final video pixellated and blurry-looking.

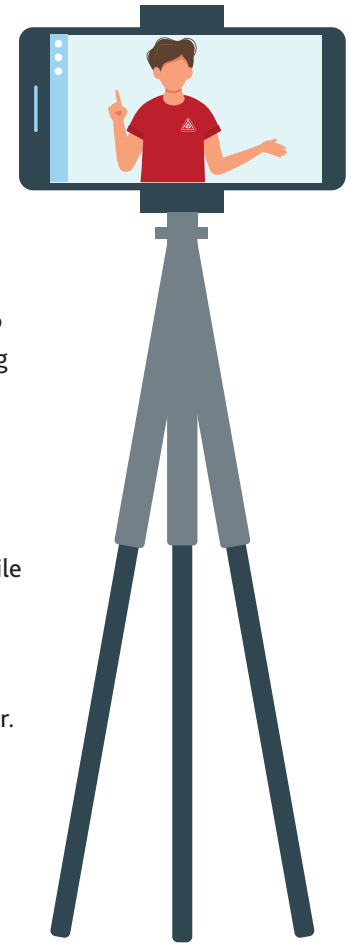
Instead, physically move your filming setup closer to you to eliminate the need to zoom in.



11. LOCK YOUR EXPOSURE.

Most phones do a fantastic job of finding the subject to focus your camera's exposure – which is great for taking a photo. But when it comes to filming a video, its super-powered exposure will continue adjusting and readjusting according to movement – leaving your final video occasionally blurry and out of focus.

You can solve this problem by locking the exposure while you're filming. On an iPhone for instance, before you press record, hold down your finger on the subject of your video until a yellow box appears around the person or object and the words "AE/AF Lock" appear. On Android 4 and above AF/AE lock is supported. To lock both at once, hold the shutter button on the screen. It will beep when it's focused. Now the AF/AE is locked.



12. DO NOT TRIM THE BEGINNING AND END OF YOUR VIDEO CLIPS (IN FACT, GIVE US MORE).

Most of the videos we use will be edited on a computer. Some of the transitions that we use to stitch the videos together require some added front and back end video time. Before you start speaking, start your recording and **count to 5 in your head**. The same thing should be done when you are finished recording. Stand still and then **stop the recording after 5 seconds**. Make sure your video clips are long enough so transitions will look great in post production.



**YOU ARE
NOW ALL
SET. DON'T
FORGET TO
SMILE.**

