

Video Tips and Tricks –

Practice makes perfect

Before you start shooting your video take as much time as you need to rehearse. Write out your script. Plan out your movements/actions and how the camera will work with you and your subject. Put markers on the floor as indicators where you want to be during the video. Decide what should be a wide shot, a close up where the subject will be on the screen, left or right of the screen? Storyboard out your actions in simple sketches for the person filming to reference. Writing script on large boards for reference will allow you to stay focused on your message and avoid any Umm's.

Keeping the camera steady

Most Smart Phones do not have a tripod mount for getting steady footage, but keeping your elbows close to your body, you'll see a big improvement in your footage.

Think about sound

If you're talking over your video, one way to get better sound is to use your headphones since it has a built-in mic. Smart, eh? If you don't want any sound at all, turn off anything in the background, close windows, or tell the people near you to stay quiet for the next 15 seconds (pretty plz!).

Don't forget to focus

If you are using a SmartPhone (like an iPhone) you'll get better results by tapping on the screen once before you start shooting to focus on the key subject in your image. Most tap to focus technology lets you decide which subject the camera will dedicate its focus to -- and you can even change it on the go as you're shooting, if need be.

Don't hold it like a cell phone

Hold the SmartPhone horizontally after launching the Video app, and make sure all of your video is recorded the same way.

Cover your scene

If you plan to capture an action and edit it later, it helps to think like a filmmaker while shooting. That means keep your shots short (under 15 seconds is usually sufficient), and vary the camera angle a bit so things don't get boring. Get the wider shots that capture the scope of the event, but if possible try to shoot closer angles so you have a buffet of footage from which to choose when you edit.

Don't just sit there

Wider shots have their place, but in many cases, you'll want to get closer to your subject. Think about how you'll view the footage later -- if you can barely see what's happening on the Smartphone's tiny display, you probably won't be able to see much better on a bigger screen.

Lights! Camera! Action!

Turn on lights before you start rolling. Your video will be higher quality with less grain and your audience will thank you for it. We'd also recommend avoiding the LED light on Smartphones unless there's no other choice -- it tends to make your subject's eyes look otherworldly.

Framing your shots

No one looks good being shot from a low angle and you'll get more interesting shots of your tiny creatures down to their eye level rather than hovering above them. If you are a female presenter, pros tend to shoot female subjects from slightly above their eyeline rather than straight on, which is said to enhance the natural beauty inherent in all members of the fairer sex.