



Shooting Video With Your Smartphone: Quick Guide!

Shooting With Your iPhone - Quick Guide

SET-UP / PLAN

LOCATION: Find a quiet, well-lit location. Both of these factors have a massive impact on the sound and picture quality of your content!

SCRIPT: Write down a few dot-points or script of what you are going to say in your video content. If you can write a script prior to shooting, it will help massively with staying on track and not waffling, making sure your audience stays engaged as long as possible.

FILMING

BEST CAMERA SETTINGS FOR CONTENT:

FRAME RATE: 1080 HD at 30 fps

FORMATS: Most Compatible

FRONT OR BACK CAMERA: Whilst both cameras are great quality. The back camera on your smartphone is the best to use for higher-quality. If you are on your own shooting, place a mirror behind so you can see yourself before hitting 'RECORD'!

EXPOSURE LOCK: Tap and hold on your focal point until you see an AE/AF Lock banner appear at the top of the screen, to lock exposure and focus. Tap anywhere on the screen to unlock the focus and exposure again at any time.

GEAR NEEDED FOR CAMERA:

TRIPOD: To make sure your content is stable and a good distance away from your body. You need to invest in a mobile phone tripod. Here's the link to the least expensive one we could find: <https://amzn.to/2kKiedp>

AUDIO

GEAR NEEDED:

MICROPHONE: Half of the success the content you create has is down to the quality of sound you record. Get yourself a lav microphone (link in video description) that can be plugged into your phone whilst recording and you will capture high-quality sound for your D.I.Y content! Lav Microphone Link: <https://amzn.to/2kCUGqC>

LIGHTING

GEAR NEEDED:

LED ADJUSTABLE LIGHTS: Sometimes you may not be able to find a light enough location where you usually shoot due to weather or the time of day you shoot. So making a small investment in some really powerful but cheap LED lights is going to make a big difference. Check out the ones we found: <https://amzn.to/2mgFXCp>

EDITING

SOFTWARE: iMovie, Splice, Adobe Premiere Rush - all FREE to download on your smartphone.

OUTSOURCE: Having done half the job shooting the content, it costs a lot less and saves energy and time just outsourcing your content editing. Which is what companies such as us at **This & That Media** are here for!

NOW THERE'S NO EXCUSES! GET CREATING. #WHATSYOURSTORY

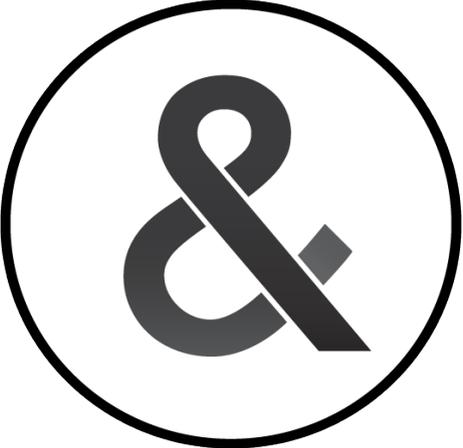
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