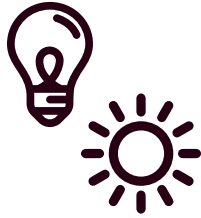


Take video with your smart phone for easy and authentic results!
Follow the tips provided to improve your online video.

LIGHTING

Use natural & artificial light

Shoot near a window with subject facing the light, using extra lamps to reduce any shadows.



AUDIO

Invest in a simple clip-on microphone or directional mic.

Otherwise shoot in a quiet area and speak loudly and clearly.



ORIENTATION



Shoot horizontal not vertical, using the back camera, NOT "selfie" mode.

OTHER TIPS

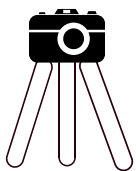
Let the camera roll for 2 seconds before and after you shoot someone speaking, for editing buffer.

Get close to your subject and avoid digital zooming.

Shoot in short segments of 30 seconds or less. Change shooting angle between clips for more interest.

SMILE! - be friendly on camera.

STEADY SHOTS



Use a tripod or hold phone with both hands & lock elbows against your body to stabilize.

FRAMING

Frame your subject

off center & close up for best visual interest.

