



# Recording Selfie Video On Your Phone.

Getting the best video from your phone.



## Filming and Sharing

### Phone orientation matters

Nothing ruins great footage like having two black vertical bars along both sides of your video. To avoid this amateur mistake, make sure to use landscape orientation and not portrait orientation while recording.

Not only does landscape make your video seem more aesthetically pleasing in general, it'll also make it more enjoyable to watch when viewed on a widescreen or television. Plus, you'll capture more in the actual video.

So just remember: never hold your phone vertically while recording, unless you really like or want those vertical black bars included (or if you're recording purely for Instagram Stories).

### Video quality settings

Most phones will default to a high quality recording setting, but it's always good to double check that you are filming in high definition (1920 x 1080) at the minimum.

### You'll need a good background

Shoot outside facing the sun so that the light brightens up your shot and isn't behind you. If you shoot inside, use a room that's well-lit with lots of natural sunlight or lighting (more on this later). Make sure the background isn't cluttered.

### Avoid noise

Choose a quiet room and shut down anything that makes sounds. Don't forget about pets or children that could cause an interruption. Speak directly into the microphone if possible and stand as close to it as possible to get the best audio.

Note: You can buy inexpensive lavalier microphones that pin to your shirt and plug into your phone or tablet. More on this later.

### Frame up the shot

Hold your phone at eye level. Looking down at the camera will make your chin and neck look disproportionate to your face. Frame yourself in the middle of the screen so that there is not too much space above your head (headroom). Make sure you are looking directly at the camera, and don't forget to smile!

### Sharing video files

If you are sending raw video files to another person or device, use a service like google drive, dropbox, or wetransfer.com. Texting or emailing video files directly often can result in a huge degradation of quality. Which defeats the purpose of filming in high definition to start with!

# Let's Talk Hardware

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When conditions are ideal, phones these days have the ability to record excellent quality video. However there are a few pieces of hardware that can go a long way in maximizing quality, especially when conditions are less than ideal.



## Good Lighting is critical

Try as much as possible to shoot your video in brightly lit areas. This will help avoid unnecessary shadows and grainy areas in your video. If you are shooting in a studio setting, consider a light such as this one to light up your face.

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## Stay Steady

If you don't want your video footage to come out distorted, blurred, or affected by "rolling shutter" the best thing to do is to keep your phone steady while recording. There are many tripod styles on the market, find one that fits your portability needs.

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## The Audio Matters As Much As The Video

Unfortunately, the built-in microphone in most smartphones (if not all of them) is both low quality and improperly placed. It is very common to catch wind and unnecessary environmental noise that will compete with or drown out any important audio while shooting video outside. It is advisable to shoot your video in a quiet place, preferably indoors when possible with less ambient noise. An external microphone will go a long way in making sure your voice is heard in the recording. A lavalier microphone like this is one great choice since it can plug directly into most smartphones.

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# But What The Heck Do I Say?

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Assuming you are filming a testimonial style video, here are a few topics and tips to get you started.

## Potential Topics

- How much you saved
- Overcoming doubts
- It just works
- Too good to be true

## General Tips

- Be human
- Don't over-edit (be natural)
- Be specific