

# Video Storytelling with Your Smartphone:

Tips for recording better video with your mobile device

## Audio

Good audio matters as much as good quality video. Without good sound, the video doesn't have any impact. Turn your volume all the way up when recording video and make sure your finger is not blocking the microphone or the mini speakers (check your individual phones to find where they are).

## Landscape Mode:

Don't hold your phone vertically while recording, which results in two black vertical bars along the sides of your video. Make sure to use landscape orientation and not portrait orientation while recording. Not only does landscape make your video seem more aesthetically pleasing, it also makes it more engaging to watch on a widescreen or computer. (Exception: when you are shooting a Facebook Live video, you do need to record vertically, but this is only if you are broadcasting live.)

## Framing:

To get the best footage, completely fill the frame with your subject(s). If you are filming a big group or a meeting you'll need to move far away enough to get everyone in the frame. In most phones you can touch your screen to show a small square box, which specifies where your center of attention is and helps to focus the image as well.

## Zoom:

*Never ever, ever use zoom!* Most smartphones unfortunately feature digital zooms, which are just software tricks that'll make your subject appear closer but with lots of pixilation (lower quality image). The only way to get closer to your subject with a mobile phone is to actually get closer to your subject. Don't be shy 😊

## Flash:

It is best to never use flash for videos since the LED turns the skin color yellowish and gives red eyes to people. In absence of light, it is recommended to use another light source.

## Backlighting and anti-light:

Avoid backlit settings or facing the sun. You may be able to see people and their faces when they're backlit, but your smartphone lens can't do what your eyes can and will produce video with a dark figure surrounded by a halo of light. That figure will also have no visible features, meaning you just missed whatever it was you were trying to capture. To avoid this, step to the side of the person so the sun or the light is not directly behind them.