**Smartphone Training Guidelines**

Camera settings

For your camera settings, it’s recommended you select: 720 HD, 30 FPS

Alternatively, you can go with:

* 4K/1080 HD – this will provide more options with what you can do with the video, but will use a lot of phone storage
* 24 FPS – will allow for a cinematic look and feel
* 60 FPS – mostly used if you plan to use slow motion when you edit



Landscape vs. portrait

There is a time and function for either of these as shown below. However, never use both for a single video. Instead, pick one or the other.

Landscape (horizontal) is used for:

* YouTube
* Facebook, Twitter
* Big screen

Portrait (vertical) is used for:

* Snapchat
* Instagram

Keys to professional video

* Stability
  + Eliminate or minimize shakiness
  + Use a tripod
  + If no tripod, use your surroundings
    - Tabletop or ground
    - Trees/walls
    - Tuck elbows, hold camera closer to body
* Lighting
  + Light source (sun, windows, etc.) ALWAYS at your back
  + Interview subject should FACE the light
  + If indoors, try to move subject underlights
  + NEVER shoot into the light
  + Signs of poor lighting technique? “Light halo” in video, subject is darker than background, lack of crispness in video
* Sound
  + Get CLOSE – an arm’s length away
  + Account for “ambient” sound: construction, children playing, traffic noise
  + Use wireless ear plugs
  + Indoors: lights that give off a “hum”, vacuum cleaners in the background, people talking

Panning and zooming

* NEVER zoom with your phone camera
* Loses resolution and quality
* “Move with your feet” (get closer)
* Pan SLOWLY and STEADILY
* Pick a starting and ending point
* “Short distance” pans
* Avoid quick, sweeping pans

Framing

* Get close enough to maximize the experience
* Faces and fronts, not butts and backs
* Sequence shots: close, medium and wide
* Match action
* Shoot lots and lots of footage, then shoot MORE