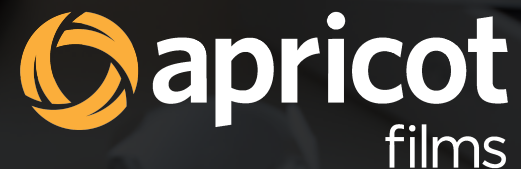


Engaging directly with your audience

A guide to filming with a mobile device

This short guide will hopefully give you some ideas and pointers on ways to get the best from filming yourself with your portable device....



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Quick Reference

for more check out the later pages.....



Prepare

Prepare what you're going to say and have a practice



Which camera

Front or rear facing – Choose based on situation, but rear is better quality.



Storage

Ensure there's enough storage on your device – 10mins could take up to 1GB depending on your settings



Lighting

Ensure you are well lit and standing at least 2m from your chosen background



Clean the lens

Ensure the camera lens is free of dust & grime



Framing

Have the camera lens slightly below eye level and look at the lens not yourself!



Audio

Test microphone is working and background noise is minimised



Landscape

It's best practice to film in landscape so rotate your device on it's side before filming



Quiet

Be sure to turn off notifications on your phone to avoid distractions



Stability

Ensure your phone or tablet is on a tripod or propped on something level and stable



No Zooming

Zooming pixelates the image, simply move the camera closer if required



Smile

Facial expressions and energy are harder to detect through the lens than in person so try exaggerating those a little.



Prepare

Before you hit record...

1. Put together a script

Decide on your video's talking points before you hit record. Depending on the type of video you're making, and your level of confidence, you may need either a full script or just an outline of the key points you'd like to remember to cover.

If you're using a full script, try a tool like [PromptSmart](#). It transforms your smartphone or tablet into a voice-guided teleprompter so you can read your script while looking at the camera. This needs to be beside your camera so you maintain eye contact

2. Practice

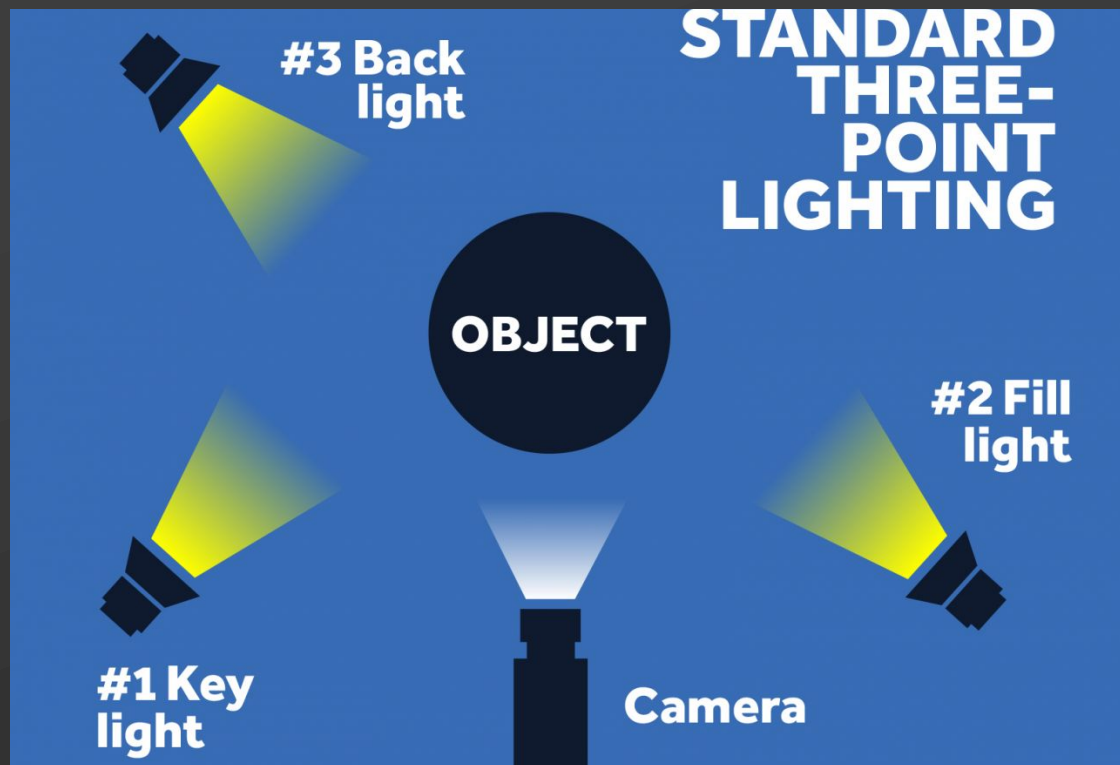
Before you hit record, go through the script or list of bullet points as many times as it takes to get comfortable. This sounds much easier on paper, of course, but you've got to relax.

You don't have to be super-polished — just want to avoid too many "ummmms", "aaahhs" and awkward pauses without going full robot. Remember to breathe, keep those shoulders back, and you'll be just fine. If you want to record some test clips, go ahead.

3. Keep your message clear with a call to action.

Stay on point and don't mumble. It's OK to stop and re-record or pause and re-work the script.

Focus your video on a limited number of points so the viewer has a clear understanding. End on a strong, clear, and singular call to action. Now the viewer has seen your video, tell them exactly what you'd like them to do next.



Lighting

If light levels are low, your image will be pixelated and you will lose your audience.

1. Location

Unless you have professional equipment to fix the issue, don't place yourself in front of a window as you will be entirely in shadow. However a window just in front and to the side of you will cast nice flattering natural soft light and can be used as your "key light", so it's worth positing yourself properly.

Avoid standing directly under overhead lights as your forehead and nose will reflect.

2. Technique

The standard three point lighting technique will really help get the best from your film, even if you only get one source of light ensure it is your "Key":

- Key Light: This is your main source of light and can be a window.
- Fill Light: The second and less bright "Fill" light (perhaps a desk lamp) helps fill any shadows and focus the light on you – the subject.
- Back Light: A back light highlights the back of your head and shoulders (a standard lamp could work.) This helps separate you from the background and should be the least bright or important of the three.



The microphone on your phone may be decent quality, but will pick up all the noise in the room and is very susceptible to handling noise.

A lapel microphone will get the cleanest audio and eliminate as much background noise as possible.

Check which microphone works with the specifications of your device, but I've listed some popular ones below



A [Rode SmartLav+](#) is designed to work well with mobile devices and produces professional results and the [Boya BY-M1](#) clip on mic is a good, cheaper alternative



If you have IOS device you'll need an adapter like [THIS](#)

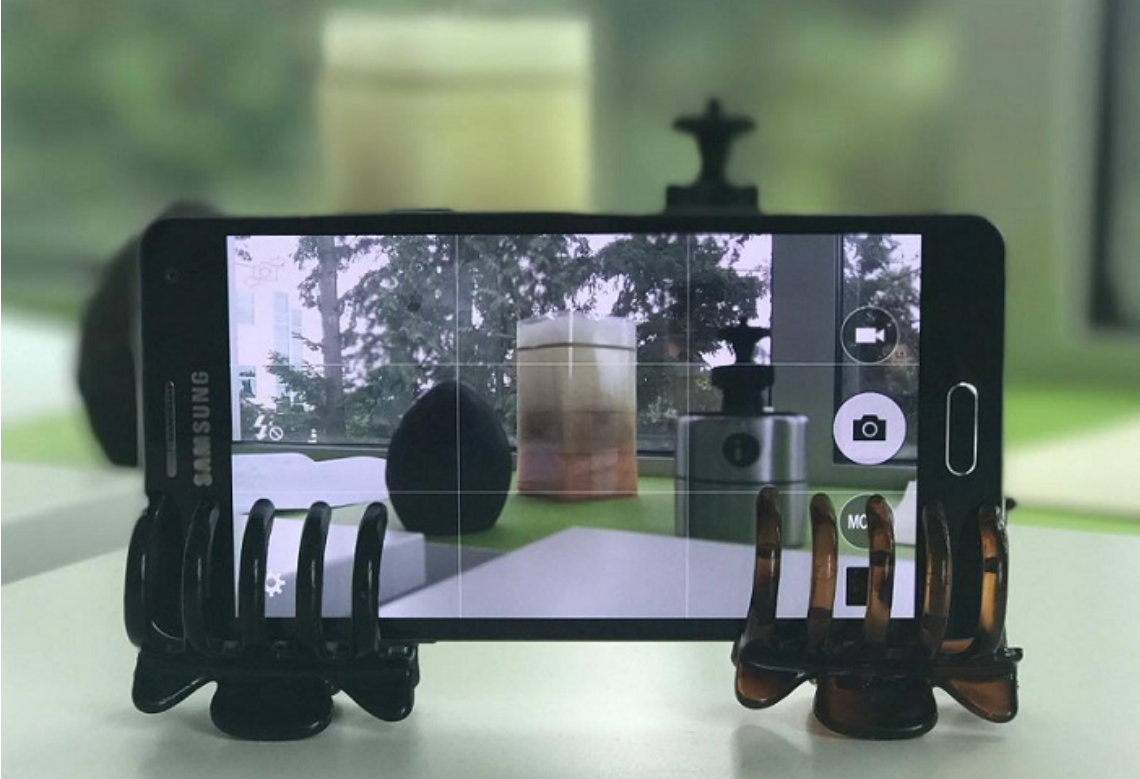


If you need an extension so you can be further from the phone/tablet use [THIS](#)

If you would rather not have a lapel microphone a good "on-board" microphone would be the [Rode VideoMicro SC7](#) or for IOS direct: [Rode VideoMic Me](#)

Audio

Audio is very important to any film, but especially one where the message is key.



Stability

Shaky footage can make a video unwatchable so get this right

1. DIY

As you can see from the image, a couple of hair clips or crocodile binder clips attached to your phone will give you a nice stable surface. [More ideas.](#)

If you put down a towel and a pile of books under the stand this will raise the phone to the desired level and you can simply pull the towel closer to yourself to get the correct distance, also ensure that once setup the phone is level.

2. Tripod, stands & rigs

A tripod is ideal and the best option. Ensure you have a phone mount to go with the standard tripod or check out the two options below:

[Arkon iPhone Mount & minipod](#)
[Pemotech Tripod & mount](#)

3. The 3 second rule

Allow at least 3 seconds at the start & end after you've clicked record & stop to allow for any shaking of the phone and so viewers don't have to see you reaching over.



Horizontal Camera



"Landscape Mode"



Vertical Camera



"Portrait Mode"

Camera

Front & Rear Camera, Lens, Landscape & Zooming

1. Which Camera

The front facing "selfie" camera can take decent video, but the rear camera's quality is much better. So go with the rear camera if you can! You will be able to change the video quality in the settings app on your device.

2. Clean the lens

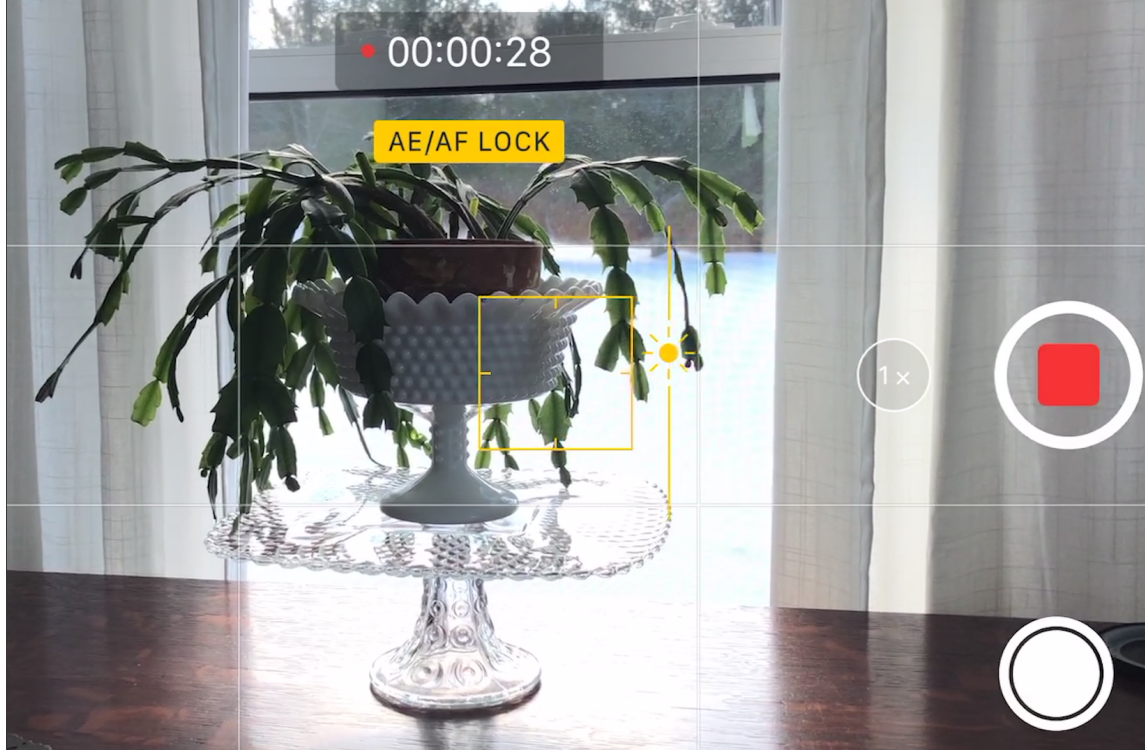
It may seem obvious, but it's a positive habit to start forming...before you take any photo or video ALWAYS clean the lens with a bit of cloth, the lens can get easily dusty or smeared, a clean lens can make a big difference.

3. Landscape or Portrait mode

Rotating your phone to be horizontal is best for screen viewing. Some specific social media platforms use portrait (vertical) mode and if that's required your landscape video can always be cropped in editing.

4. Zooming

By zooming in with either lens you run the risk of making the image pixelated and blocky. It's worth checking before filming that the camera isn't still zoomed from a previous shoot so pinch outwards to ensure your camera is set normally.



Framing

Framing your shot and position of camera is vital

Framing your shot

- Use a placeholder or someone else to “sit-in” for you to setup and focus.
- Use a small mirror behind your phone or a second device with a [monitoring app](#) so you can check on your shot “live”
- Try to keep the background fairly simple and fits with the message and who you are, so the viewer isn’t distracted.
- Like all phones, the iPhone tries to re-focus all the time. This means that there is no steady focus and the camera might start focusing on some other object. The best way to focus on an object is to **use the AE/AF lock which stands for Auto Exposure/Auto Focus**. When you are in the Video mode, long-press on the particular object you want to focus on, a box with a yellow outline appears.

Making Eye Contact

- **Look directly at the camera on your phone or device** and not the image of you on screen. When you look directly into the camera, this will ensure a more powerful connection with your audience.



Distractions & Smile

Avoid distractions & enjoy the process

Stop distractions


Before starting, go to Control Centre (swipe down from top right) and click the moon icon (Do not disturb) or airplane mode, these can also be accessed from the Settings app. Be sure your battery has enough charge!

You should also ensure doors to the room are closed and nobody will stumble in and ruin your best take!

Smile

Simply smiling and bringing some energy to your recording will go a long way to connecting with your audience. Try and have fun with the process.

Thank you

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