

GUIDE TO MAKING GOOD SMARTPHONE VIDEOS

Smartphones with a great camera and the ability to record high definition video are no longer difficult to find – in fact they're everywhere. However, even with a great camera, good video making technique is critical to produce a good video product. Your video does not have to be perfect but following these six tips, shooting great video with your smartphone will be easy and the footage will look fantastic!

#1 - 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 a couple of things you can do:

- Use both hands and keep the phone close to your body.
- Rest your elbows on a nearby object.
- You can put the phone on a tripod. Our favorite iPhone tripod adapter is the [Joby GripTight](#), which is around \$20.

#2 - DON'T USE THE DIGITAL ZOOM/JUST MOVE CLOSER!

Unless you have the dual-lens iPhone 7 Plus, avoid the temptation to use the phone's built-in camera zoom. Since the lens isn't zooming optically, you're just enlarging the picture digitally, which means you will quickly enter the world of unsightly *pixelation*. If you want to get a closer-up shot of your subject, move the phone closer until you find the perfect shot!

#3 - GOOD COMPOSITION

Make sure you position yourself close to the subject and in way where faces are clearly visible. Avoid shooting the back of people's heads or from angles where the action is not visible.

#4 - THE AUDIO MATTERS AS MUCH AS THE VIDEO

A general rule for clear audio is to get your microphone as close to your subject as possible. When you're shooting video with a smartphone, it's best to position a second smartphone set to voice memo directly above or under the subject's head to record clean audio.

Another option is to use an external recorder. Most churches already have microphones and a sound system. Getting an external audio recorder to connect to the existing sound system usually produces the best sound possible. This sound recording can then be synced with the video in post (while editing).

#5 - AVOID VERTICAL VIDEO SYNDROME

Avoid shooting vertical video! Hold your phone horizontally so that videos played back on other screens (virtually everywhere) will look fine.

#6 - BE PREPARED FOR THE SHOOT

Before you begin recording your videos, make sure your phone is charged and that you have enough storage space (available memory) to store the footage – high definition (HD) video files can get large and will drain a battery quickly.