Video Recording Tips & Tricks

SOUND
Be aware of background noise where you’re filming. Try to make sure you’re in an area where there isn’t distracting or loud noises while you’re filming. Avoid echo-y rooms. And speak up! Speak loudly and clearly. It’s easier to lower the volume of a video later, rather than turning it up because you can only increase the volume so much.

LIGHTING
Avoid back lit settings. This means, for example, having your subject standing in front of a sunny window. Our smartphones usually can’t see people’s faces when they’re backlit and we’ll end up seeing a bright light haloing a dark figure. Natural lit areas are great, but instead of the subject standing in front of the window, have the camera nearest the window so it will capture the light shining on to the subject.

SHOOTING ANGLES
Typically, we want to record our shots to be wide angle shots. What’s this mean? Basically, if you are filming you should be a few feet away from the subject. Or if someone is filming you make sure they are a few feet away from you. You should be able to capture everything without having to move the camera.

BACK Camera
It may seem easiest to use the front facing camera that we use all the time for Snapchat, Facetiming etc., but using the back camera will actually produce videos of better quality more consistently.

STABILITY & FOCUS
Hold your phone with both hands! Or prop your phone on a stable surface. If you have a tripod, use it! Most of us likely don’t have one, so remember to prop it up for best stability. Try to avoid much movement and if you have to, keep it slow. Smartphones aren’t great at zooming either so if necessary do it manually and get up closely, then retreat slowly.

LANDSCAPE Mode
Recording a video portrait style may seem like the most logical choice when filming on your phone, but remember, videos aren’t only going to be viewed on your phone. They will also be played on computers. For that reason, always record it in landscape mode.

ADD A GRID
We want to make sure our videos are straight, and a great way to do that is to turn a grid on when filming. If using an iPhone you can turn this on by going into Settings>Camera>Grid. For other devices check your settings to turn it on. The grid will be extremely beneficial if you’re filming or if someone is filming you. This way you can be sure your shot is level. You can align your video with a line in your background to ensure your video is straight, or if filming someone you could make sure their eye level is always level with the top grid line.