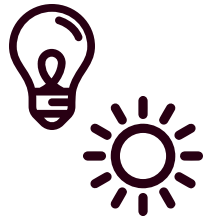


Take video with your smartphone for easy and authentic results. Follow the tips provided, with minimal editing, for better-looking videos.

### LIGHTING

#### Use natural & artificial light

Shoot near a window with subject facing the light, using extra lamps to reduce any shadows.



### AUDIO

**Invest** in a simple clip-on microphone or directional mic.

Otherwise shoot in a quiet area and speak loudly and clearly.



### ORIENTATION



**Shoot horizontal** not vertical, using the back camera, NOT "selfie" mode.

### OTHER TIPS

**Let the camera roll** for 2 seconds before and after you shoot someone speaking.

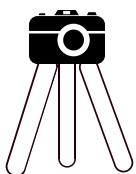
**Get close to your subject** and avoid digital zooming.

**Shoot more short segments** vs one long shot. Change shooting angle between clips for more interest.

**Don't read** from a script, speak conversationally and naturally.

**SMILE** - be friendly on camera!

### STEADY SHOTS



**Use a tripod** or hold phone with both hands & lock elbows against your body to stabilize.

### FRAMING

#### Frame your subject

off center & close up for best visual interest.

