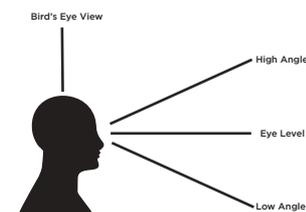
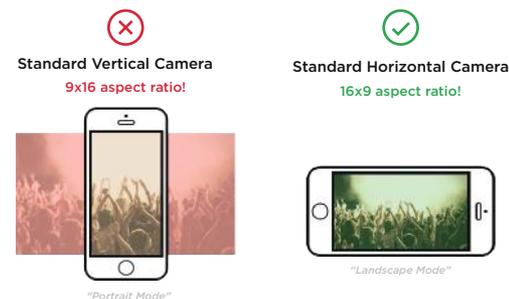


PHONE FILMING 101

Step 1: How to Hold a Phone for Filming

- When filming, hold the phone horizontally - **NOT** vertically.
- Leave plenty of head space, meaning there's room above the subject's head, and it's not cut off in the frame.
- If you have a tripod or phone stand, that is the best way to keep the picture steady. If you don't, build a stable structure to place the phone on directly.
- Position the camera with the back lens facing you versus turning the phone around as if you were taking a selfie.
- Film at eye level and not looking up at the person's chin or from a level too high so you're looking down on them.
- When choosing a location, a solid background is usually best. Another option is a corner in a room, which can add some depth. Try to stay inside where it's a more controlled setting.
- Video resolution should be at least 1920 x 1080. New smartphones (iPhone and Android) default to this setting.
- If you don't have an iPhone or Android phone with a high quality camera, a third option is to use your computer's camera.
- If further guidance is needed, a Producer can direct the subject via Zoom on the computer while the talent is filming on the smartphone.



Step 2: Lighting

- Find a space where you can utilize natural light. Avoid fluorescent lighting as much as possible.
- Place the subject in a position where the light is hitting their face, not shining from behind them.
- DO NOT place a subject directly in front of a window. Instead, use the light from that window. Think of when you take a picture: if you shoot against the sun, the picture will be dark, but if you position away from the sun, the light comes out clear!
- Be aware of any shadows that other objects are reflecting onto the scene.

Common Lighting Issues



Step 3: Audio

- Find a quiet space, ideally with some carpet and lower ceilings (stay away from highly vaulted spaces) to minimize echo.
- Don't forget about outdoor noises – such as street traffic, construction, yard work, or barking dogs – that could be picked up while indoors.
- If you have a lavalier mic or some sort of recording device, make sure the levels are between -12 & -6 so the recording doesn't peak.
- If you have a lavalier mic, be sure to place it on either side of the subject's collar. Check that the mic line doesn't show from inside the shirt and that it isn't interfering with other items such as necklaces.
- Best form to deliver an audio file is .wav but an .mp3 is also acceptable.