

TIPS FOR SELF-SHOOTING ON A CAMERA PHONE



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PRE-PLANNING

MEMORY

Try to free up as much internal memory as possible before you start shooting aim to have at least 5GB of free space

CLEAN THE LENS

Give your lens a wipe to remove dust and dirt.

AIRPLANE MODE

Turning your phone onto airplane mode prevents any interruptions during filming.

BATTERY

Make sure you have 100%, if you have an external battery pack take it with you. Disabling any background running apps also prolongs your battery life.

STABILITY

KEEP IT STEADY

If handheld use both hands, lock your elbows into your body for stability and enable the 'anti shake' function. Use a selfie stick or tripod were possible.

SLOW IT DOWN

When moving, record at least 5 seconds of your starting position and then slowly move the camera holding at your end position for at least another 5 seconds so you have enough time to create transitions and cutting points in the edit later.

COMPOSITION

LANDSCAPE

Film in landscape to match the aspect ratio of a monitor or TV.

You can record in portrait mode if your content is solely going to be consumed on mobile and the platform you are using supports portrait video such as Facebook & Instagram

FRAMING

Activate the grid on the camera app. Place your subjects along the vertical lines to generate interest and allow for looking space if someone is talking off camera.

DO NOT ZOOM

Most smartphones have digital zooms which crop the image and reduce quality.

If you need to get closer, get physically closer.

VARIETY

Film 'B-roll' which are shots which will help drive the narrative of your story. Don't be afraid to get different angles of the same scene.

FOCUS

Lock your focus by tapping and holding your subject on your screen so the phone doesn't change focus points during filming.

LIGHTING

EXPOSURE

Lock your exposure by tapping and holding your screen, this will stop the camera from changing brightness automatically during filming.

LIGHT

When outdoors; use the sun to your advantage. When indoors; find a well-lit area, or use the light from a window. You can also use the camera light to help increase exposure on your subject.

AUDIO

When using the camera mic, film in a quiet environment and get as close as possible to your subject. Use an external microphone were possible.

CLIP/LAPEL MIC – Good for a single person on camera, small and discreet but can pick up a lot of background noise.

HANDHELD/REPORTER MIC – Good for a two-person interview and to cut out background noise but requires some practice to use.

Note video footage may be taken on a camera phone, or any suitable video equipment. The content showing the benefit of the education technology is more important than the video quality

CONTACT VISITOR@BETTSHOW.COM
IF YOU HAVE ANY QUESTIONS OR PROBLEMS