



# VIDEO TIPS AND TRICKS

Recording video can seem like a daunting task, but it really can be as simple as owning a cell phone or tablet. Whether you're an Android user or iPhone fanatic, shooting mobile video has become increasingly easy. Here are a few tips and tricks to get you from amateur camera person to mobile pro.

## TIPS



### ORIENTATION

The first and simplest rule-of-thumb when shooting video is to always hold your device in landscape mode (horizontally). Shooting in portrait mode limits your viewing capabilities on other devices—it creates the dreaded “black bars” on each side of your footage when viewed on another device.



### STEADY

Unless you're trying to be artistic, the general rule for shooting video on any device is to hold steady. Even if you think you have a steady hand, the slightest movement from breathing can make a video shaky. Find something to rest your phone on or against while shooting: the edge of a wall, back of a chair or side of a table.



### LIGHTING

Over the years, smartphones have integrated better light capturing capabilities—but bad lighting is still bad lighting, and bad lighting makes for bad videos. Try to avoid dimly lit places when possible. When shooting an object or person, avoid back-lighting your subject (i.e., when the light behind your subject is brighter than the light in the general area, like when a person stands against a sunny window). A simple fix is to switch places with your subject so that the light from behind you shines on and reflects off of him or her.



### AUDIO

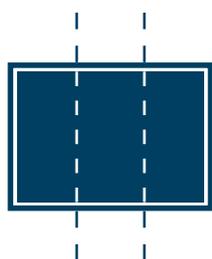
Like lighting, bad audio makes for bad video. When capturing someone speaking or any type of sound, make sure other sounds are not interfering. While an external microphone would be the professional fix, chances are you won't always have a microphone handy—if at all. The best fixes for capturing sound are to simply move closer to the sound source, and find a quiet place where the unwanted sounds are minimized.

## TRICKS



### A-ROLL VERSUS B-ROLL

There are two basic types of footage you can capture when putting together a video. A-roll is your main footage that features the topic you are conveying in your video. This could be someone speaking at your club or in an interview you conducted. B-roll is footage you capture to add context to your A-roll. B-roll could be a pane of the audience or a shot of something referenced in the A-roll. For example, A-roll could be a speaker you are filming who talks about tying his shoe laces. B-roll could be footage of that speaker tying his shoe laces.



### RULE OF THIRDS

Most cellphones have the capability to help you frame your shots. Simply turn on the grid option in your camera settings. The lines will divide your camera framing area into nine squares. Per the general rule, the “rule of thirds,” you want to shoot your subject in line with one of the two vertical grid lines so they occupy two thirds of your frame. Offsetting your subject in this manner creates visual diversity.



### EDITING

There are a number of editing applications on your phone. Each app caters to various skill levels, and which app works for you depends on personal preference. Here are a few examples: iMovie (iOS), Pinnacle Studio (iOS), VidTrim (Android), KineMaster Pro (Android) and Movie Edit Touch (Windows 8). Pair your favorite editing app with a video publishing app like YouTube or Vimeo, and you’re well on your way to shooting like a pro.