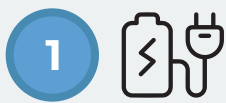
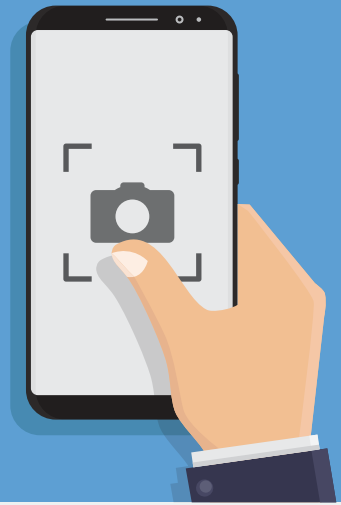


28 Tips On Using Your Phone For the Most Impactful Videos, Interviews and Photos



1 Charge battery fully



2 Clean camera lens



3 Hold phone horizontally or in landscape



4 Place phone on airplane mode when shooting video



5 Have enough storage/memory (more than 64 GB)



6 For indoor/outdoor locations, do a site check



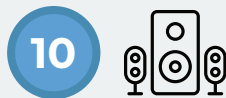
7 Be aware of where the winds are coming from so mic doesn't pick up noise



8 The venue and location size is important to see where you will be located in the room



9 Find the best shooting areas at the venue. Scope these out in advance



10 For sound systems, know where the speakers are and stay close to them



11 Use event signage as your establishing shot as this is the first thing to be done (e.g. capture a programme cover)



12 Have the video stabilizer on. You can find this in your settings



13 Use both hands for balance



14 Invest in a mini tripod, Amazon has great ones



15 Stand against a wall for stabilization if you don't have that phone feature



16 Alternatively lean on a chair or table



Audio is just as important; invest in a wireless lavalier mic that can go on the phone or be plugged into the phone



Conduct interviews in a quiet place



Turn on your phone light to provide lighting



Invest in a phone ring light if you can



Ensure the light is in front of your subject



Use the warm setting outside and the cool setting inside



Get close to your subject



Don't get vertical video syndrome (videos and photos taken vertically are harder to crop/manuever)



Vary your angles



Fill the frame with the subject



Follow the rule of thirds



Avoid using digital zoom, it creates pixilation problems

For more information, please contact the Content & Production team at contentproduction@gov.ky.



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