



VALUE in VISUALS Series

Visual Content Guidance

MOBILE PHONE VIDEO

Airplane Mode

It doesn't add anything to your video if your Mum phones in the middle of recording.

This simple trick means no weird beeps or ringing spoiling your creation.



Landscape or Portrait?

Consider what you are going to use your video for before deciding on which way to film it. Consider what you are filming, and who will watch it. People viewing on a mobile are more likely to watch vertical (portrait) videos for longer. However, the standard professional approach remains to shoot in landscape. Think TV screens and desktops.

Sound

So many recordings can be spoiled by bad audio. If you are speaking or interviewing on your video, make sure you use an external mic. These vary in cost of course but ideally, just grab a lapel mic and plug it into your mobile's headphone socket. You shouldn't need to sync audio or try to get round the issue. On your mobile, simple is good.

What is the focus of the story?

Don't forget to be creative too. The rule of thirds works well. A good set up for interviewing a person is to have them on an outer 'square' looking into the middle so that you have room for text. Whatever the background, just remember to ensure it doesn't distract from whatever you are filming. It should only add to and provide context.

Quality Settings

By default, mobiles set video recording to a lower quality setting. Make sure you change that to the highest available.

Battery

Shooting video drains it quickly, especially on a higher setting.

Storage

Video takes up a lot so transfer your videos externally asap.

Zoom in with Your Feet

Zooms on mobiles are not great - definitely never zoom mid-filming. Get close to your subject for better quality.

Stability

Hold the mobile close to you and firmly (no hands over lens!). Use a gorilla pod or stabiliser where possible.



Vervate Ltd

Visual Content Marketing for Businesses | office@vervate.com | 01273 275162