

Cell Phone Video Tips

- 1. Find a Quiet Space** Your phone will pick up everything from road noise to running dishwashers. Be aware of your surroundings and adjust.
- 2. Intentionally Choose Your Background** Is everything in the video frame supporting your message or is it distracting?
- 3. Check Your Lighting** Use natural light, if you can, and avoid bright light behind the subject. If inside, keep your lights to the front and the side.
- 4. Use the Rear-Facing Lens** It is higher quality and gives you a defining focal point. It will help you not watch yourself as you record.
- 5. Keep it horizontal** It provides a more polished view of the person and their surroundings. It also gives the editor more options.
- 6. Position Yourself in the Frame** Your camera should be nose height. In the frame, include from a hand-width above your head to your navel.
- 7. Map Out Your Script** Writing is always an essential part of presenting, even on-screen. It will help you order your thoughts