



Smartphone Video Cheat Sheet

1. Don't shoot vertical video

Even if it's an easy option on your phone, do not shoot vertical video. This does not translate well onto other platforms, as vertical video is mainly intended for use in social media apps like Instagram and TikTok.

2. Use a tripod (if available)

Holding the phone with your hands can create unwanted small movements in the video. If available, always use a tripod for steady shot. If a tripod is not available, it is possible to take out those movements when editing (it is always better to get a steady shot in the first place).

3. Don't use digital zoom

Smartphones are actually incapable of zooming with a lens, so when you zoom in when recording you're losing image quality. If you need a closer shot, get closer to the camera.

4. Lighting

Face your subject toward a window for great natural light. Watch the screen while you're recording to make sure the subject looks good. Never place the window behind the subject or you'll be left with a silhouette.

5. Framing

If the subject is talking to the camera, place him or her directly in the center. Your shot should only show the head and the upper half of the torso. Showing hand movements is okay.