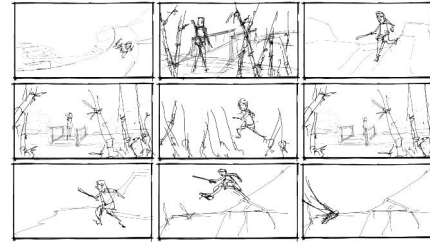


Video Shooting tips

1. Script your production. Make storyboards. Have a plan before you start shooting.
2. Find creative backgrounds for your shots.
3. Good video is 80% good lighting. Make sure your lighting is not too light or too dark. Set the exposure so faces can be seen clearly.
4. Set your White Balance for correct colors.
5. Unless you are going for a specific look, make sure your camera is level - not tilting to the left or right.
6. Set and lock your AutoFocus/AutoExposure (AF/AE) before you begin your shot.
7. For a steady shot, use a tripod or rest the camera against a steady surface - don't handhold it.
8. For moving shots - using slow, smooth movements works best.
9. Avoid unnecessary zooms and pans.
10. Make sure your shots are in focus.
11. Make sure your audio is clear and easy to understand, listening with headphones to confirm the quality. Consider a lavalier or directional microphone.
12. If you have setting options, shoot your video in HD (not 4K).

Cell Phone Shooting tips

1. Set your phone to Airplane mode so it doesn't ring in the middle of your shot.
2. Don't use your phone's built-in microphone.
3. Don't use your phone's digital zoom.
4. Make sure your battery is charged enough to power your phone for your entire shot.
5. Shoot in Landscape mode, not Portrait mode.



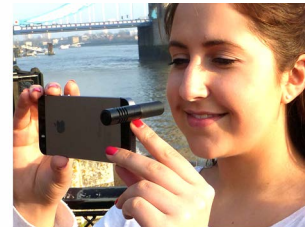
Plan shots with a Storyboard



Use a Tripod for a steady shot



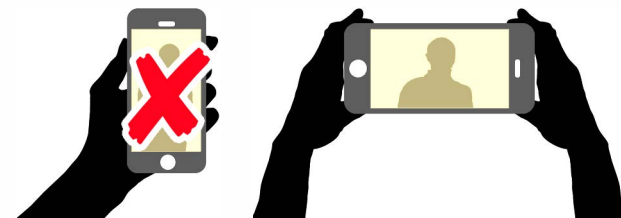
Find a Creative Background



Directional Microphone



Lavalier Microphone



Shoot in Landscape Mode