



Quick Tips for Filming with Mobile Devices

FILMING BASICS

- The talent should not wear the same color clothing that is displayed in the background of the scene being filmed.
- Talent should film a segment a few times to gain a comfort level in front of a camera and allow the editor to choose the best segment.
- Footage format should be submitted in QuickTime format (.mov, mp4) when available
- Mark the beginning of the footage by stating name, position, and company before testimonial begins

LOCATION

- Pick a location that is quiet and free from any ambient noise. Pay close attention to any air system background noise or outside noise that made interfere with filming.
- Please avoid filming outside as there will be no control of ambient noise.
- A light source should (such as a directional light or window) should be placed behind the camera, facing the talent's face. Avoid filming with the camera facing a window or bright light as the camera's sensors will not judge the light correctly.
- The location of the shoot is up to the individual, however, the talent will need to be the primary focus of the film. Refrain from anything too detailed behind the talent's head.
- Do not choose a location where the sound will bounce of the walls such as a garage.

LIGHTING

- When using a light source such as a lamp or light, place the light source at a 45° angle from the subject to create a slight shadow effect across the face of the talent.

SET THE EXPOSURE

- Although most mobile devices' auto exposure is pretty good, if you find that what you see in the preview isn't quite meeting the lighting tips provided above, compensate by tapping where you want the camera to focus. Tapping on a dark part of the image will lighten the entire frame; tapping on a light part of the image will darken the entire frame. Use this technique to get the best possible exposure.



FOCUS

- Most devices have built-in face detection, drawing yellow boxes around talent in the frame, focusing on them automatically. For more control, tap the area you want to focus on and override the default settings. This can be used to accentuate depth-of-field, where you defocus one area of the frame to focus on another. It works best with an object close-up and one far-away.

SHOOT IN LANDSCAPE WITH HORIZON

- Video is designed to be watched in landscape mode, but that is easy enough to forget when holding a mobile device. When shooting in portrait, resulting video ends up having vertical black bars next to it, and uses only a fraction of the available resolution. Always remember to film in landscape with the horizon.

USE THE AE/AF LOCK

- A mobile device automatically judges the exposure to best capture the detail in the scene and focus on objects that it highlights as important, such as faces. While this is helpful in most circumstances, it takes control out of your hands and can lead to problems. The solution is to use the Auto Exposure (AE) / Auto Focus (AF) lock. This fixes exposure and focus based on the current settings.

SHOT EXAMPLES

