**Handy Hints for Filming Video on Your Smart Phone**

Smart phones have made creating your own video content much simpler and more accessible to everyone. You can now create good quality video content on your phone. Here are some tips for filming and editing on your phone.

**Filming**

* Film in landscape (hold your phone on the side, not vertical).
* Clean the lenses on your phone before filming. Be sure that nothing (fingers, for example) is obstructing the camera view.
* If panning (moving the camera side to side) go very slowly. Fast movement makes it very difficult for your audience to see what you are filming and may cause nausea.
* Try to vary the direction of your pans when you are filming more than one.
* Try to include several shots that show a range of products or activities your organisation is advertising.
* If you have a person speaking on behalf of the organisation, have them talk to camera slowly and clearly, and keep information short and sharp. Film this as a video, not a voice recording. Consider using a microphone for vocal input. Film in a quiet location
* Consider the point of view you are filming from. Do you want your video to be at eye level or are low or high angles more appropriate for your product or service?
* If possible, use a gimbal or tripod to steady your phone when filming. Makeshift tripods (a stack of books, for example) will also work.
* Stage your scenery. Avoid footage of chaotic and messy areas. Keep clutter to a minimum.

**Editing**

* It is possible to film and edit a complete video on your phone using the standard apps, or apps you can download for free, on your smart phone. You can then upload to a computer and transfer to a usb drive.
* You can access editing programs on your computer by searching “free video editing programs”. YouTube tutorials will help in learning how to get the best results from these programs.
* If you have Adobe Suite and are a bit more tech-savvy, Adobe Premier Pro can produce very good quality videos.
* Try to break your film up into several shots. If you have someone talking on your video, try to overlay the audio with other shots to keep the video more interesting.
* Remember to include all your contact details – phone, physical address, web address, contact email etc. This can be done both verbally and through text overlaying your footage.
* If using text over footage be sure the font is easy to read, and the colour contrasts the background footage for better visibility.
* Take your time. You are capable of putting together a very good product with some patience and dedication.