



ONE K CREATIVE

TOOLS FOR SOCIAL IMPACT STORYTELLING:
SHOOTING QUALITY VIDEO WITH YOUR CELL PHONE



GUIDE TO SHOOTING VIDEO USING YOUR CELL PHONE

TIPS AND TRICKS THAT ARE KEY TO SHOOTING QUALITY VIDEO FROM YOUR SMARTPHONE AND THE ABILITY TO TAKE A HIGH QUALITY VIDEO AT YOUR FINGERTIPS.

KEEP YOUR PHONE IN HORIZONTAL ORIENTATION

- Horizontal (“landscape” orientation) is the standard for all film production, making footage easy to view across all screen sizes - cell phone to cinema.
- Vertical orientation of your phone wastes space in the frame
- So for example if you are filming a person in the street, a vertical video will show too much sky and too much street which is not valuable information for the viewer. They know that the road is underneath them and the sky is above them. What is around them though? Horizontal shooting shows what the context is.

OUTSIDE

- Try to shoot in the shade (sunglasses off)
- If you are in the sun, try to position the sun so that it is to one side of the person on screen, not directly in front of or behind the subject
- If this is not possible, the second best option is to position the sun so that it is behind the camera
- Positioning the subject in front of the sun will cause the auto function to underexpose the person, and try to expose for the sun. This means that your subject will appear very dark.

INSIDE

- During the daytime:
Position the subject near a window, ideally keeping the light from the window on one side of the subject, rather than directly behind the subject.
- During the nighttime:
Position the subject near a floor lamp, if possible. Again, keep the lighting source to the side of the subject, rather than directly behind or in front of the individual.

RECORDING TESTIMONIALS ON YOUR CELL PHONE

- Rotate the phone so that the long edge is on the bottom
If you’re always filming horizontally this will be the case. Horizontal orientation of the phone keeps the speakers in the optimal position for recording so that they are not blocked by a hard surface (tabletop, etc).
- Make sure you are recording in a quiet area.
Road noise, music, crowds, even fans will add distracting background noise to your recording. If you’re going to have a professional edit the footage it’s always a good idea to record 30-60sec of “dead air time” during which everyone is silent and you record just the ambient noise so that it can be professionally removed in post production.
- Use the headset
If you’re just recording audio and not film footage, subjects can wear the ear buds and use the mic that is built into the headset. This will improve the overall recording and minimize the amount of background noise that is captured. It’s still important to record in a very quiet space.



GLOSSARY OF FILM DEFINITIONS

A SHOT

The preferred angle or shot

B ROLL

Additional footage used to lay over interviews that help tell the story

BOOM MIC

A shotgun mic on a pole that allows it to get closer to the talent

CLOSE UP

A shot where the character is close to the camera, typically a face

FADE

A gradual increase or decrease in the transparency in the shot

FINE CUT

A more specific cut, timed with music usually a later draft

LAVALIER MIC

A small, wireless microphone that is frequently used in interviews. It can be hidden in clothes

VOICE OVER

Narration of the piece

WIDE SHOT

A camera angle in which the whole setting can be seen, usually the first shot in the sequence

PAN

A camera move in which it is moved from one side to another side

ROUGH CUT

A crudely put together iteration of the finished product, intended to show pacing, cuts, etc.

SCRIPT

The story of the piece written down

SHOTGUN MIC

A type of microphone held or boomed during dialogue, typically angled from above

STAND UP INTERVIEW

A quick interview with someone, typically rushed

STORYBOARD

A series of images that roughly lay out the shots composed in the piece

STRING OUT

Made in editing, it is all the clips strung together for review

TALENT

Anyone on screen

TALKING HEAD

Interview with a person

WORKSHEET: PREPPING FOR YOUR FILM SHOOT

Date of Shoot: _____ Subject: _____ Location: _____

Duration of Shoot: _____ Duration of Final Film: _____ Description of Film: _____

Interview: _____ YES _____ NO

Interview Questions:

1. _____
2. _____
3. _____
4. _____
5. _____

Prep Checklist:

- _____ Is there any ambient noise?
- _____ If so, can you remove the ambient noise or find a quieter location?
- _____ Is the light source to the side of the subject?
- _____ If outside, has the subject taken off their sunglasses?
- _____ Is your phone horizontal (landscape orientation)?
- _____ Is your phone on a stable stand where it won't move or shake?
- _____ Do you have the permission of everyone participating in the film?

List of secondary footage to film. What content do you need to film to tell the rest of your story? This is called b-roll. List out the shots you want to make sure you capture in addition to the primary interview.:

1. _____
2. _____
3. _____
4. _____
5. _____

