



Here are some simple rules to follow for shooting video with your cell phone.

Always -

- Always Shoot with the phone horizontal. The exception to this is if you are shooting tik toks or instagram stories.
- Always upload footage directly from the device or SD card to Google Drive.
 - Emailing, texting, and air dropping degrades footage and images.
- Always shoot in 4k
- Always shoot interviews at 24 FPS
- Always Shoot B-Roll at 60 FPS (this allows to make it slow mo)
- Always shoot interviews with the subject looking off camera (instead of at it)

Other things to note -

- Device - Shoot with a newer phone. Iphone X or better (12 is best right now) or any of the Samsung Galaxy phones from the last couple years. Rule of thumb if it is older than 2018 it's probably not the right device.
- Interview videos should be shot from a tripod (if you have one), you want very stable footage.
- B-Roll should use some sort of stabilization. Seriously those handheld stabilizers for phones are so inexpensive it is ridiculous.
- Get Closer - Especially B-roll.
- Shoot to edit - It is really easy to overshoot and now you are spending more time than you should editing.
- Aspect Ratio - Use 16:9 not 4:3

Important!!!! AUDIO!!!!

Audio quality is probably more important than video quality when it comes to interviews. You need to either upgrade sound equipment, shoot somewhere very quiet, or both. Sound pollution will RUIN your video, make it unwatchable, and waste a lot of time. For Interviews a lapel mic is best but shotgun mics are also ok. You'll need to do a little research to find the best audio capture device for your phone.