

How to Shoot High-Quality Video with Your Smartphone

Prepare Your Device

❑ CHECK YOUR STORAGE

Higher resolution and lengthier video require more space. Avoid catastrophe by opening your settings before you record and make sure you have plenty of free storage for your video.

❑ CHOOSE THE RIGHT VIDEO FORMAT

Your phone's default setting will record video at a lower resolution and frame rate than you may want so the file size is smaller. To ensure your video will look good on larger screens, we recommend adjusting to a higher quality. On an iPhone, for example, adjust these settings to your needs.

A. Settings > Camera > Formats > choose Most Compatible

B. Settings > Camera > Record Video > 4K at 30fps

❑ CHECK YOUR BATTERY

File this under “no brainers”—and then make sure you have a (mostly) full battery before you start.

❑ AIRPLANE MODE

Put your phone in Do Not Disturb or **Airplane Mode** to avoid a disruptive text or notification.

Prepare Your Shoot

❑ SCHEDULE YOUR SETUP

Plan enough time to set up, test your equipment, and make adjustments.

❑ FIND SUITABLE LIGHTING

Even without studio lighting, you can be thoughtful about your shot. If possible, position yourself (or the video subject) facing a window so the natural light can brighten your face.

❑ USE A TRIPOD

Stabilize your phone while shooting with a tripod or other device.

❑ SHOOT HORIZONTAL

Horizontal is still the most common format for viewing video and is more crop-friendly than vertical footage.

❑ MINIMIZE DISTRACTIONS

Turn off ambient music, fans, or other sources of unwanted noise. Hang a “recording in progress” sign on entrances and block doors if possible.

