

USW NEW MEDIA

# LIGHTS, CAMERA, SOLIDARITY!

TIPS ON HOW TO GET GOOD VIDEO WITH A SMARTPHONE





## TIP #1

# SHOOT HORIZONTAL, NOT VERTICAL

- Computer monitors, televisions, even websites, all have landscape-oriented displays.

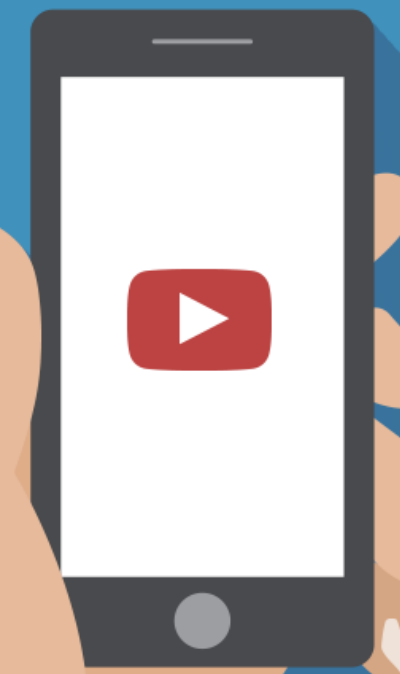
### HORIZONTAL VIDEO

( Landscape - wider than it is tall )



### VERTICAL VIDEO

( Portrait - taller than it is wide )



## TIP #2

# RECORD GOOD AUDIO

- Audio matters as much as video.
- Find a good location free of background noise like traffic, birds, lawn mowers, groups of people, and construction. LOL! It's a loud world!
- Get as close to your subject as possible.





## TIP #3

# MAKE LIGHT WORK FOR YOU

- Try to find a brightly lit area.
- Avoid backlight. (light coming in from behind your subject)

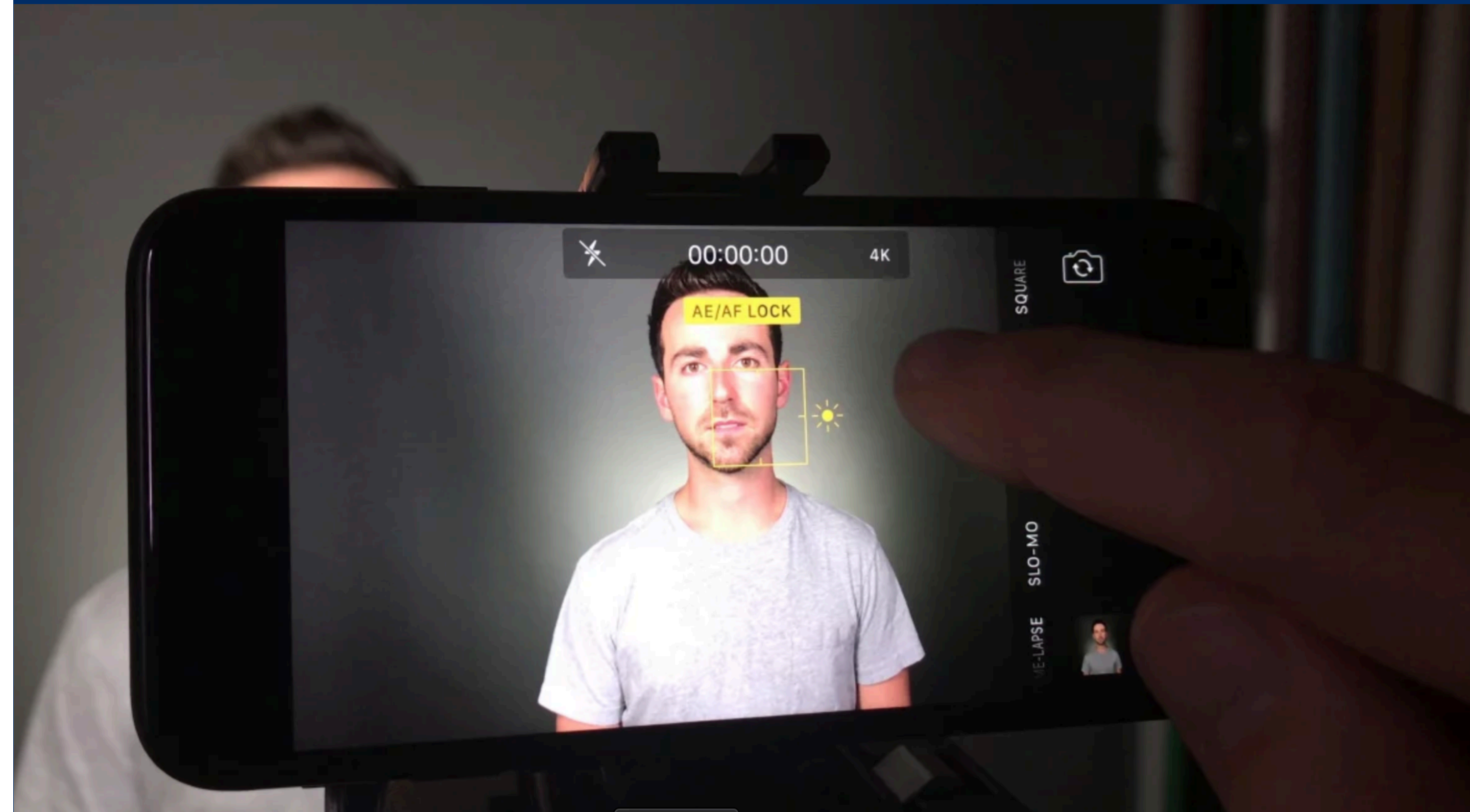




## TIP #4

# FOCUS

- Phones do a good job with focus, but it's not perfect.
- Touch on your subjects face on the screen so your phone knows what to focus on.
- Touching on the screen also helps with exposure.



## TIP #5

# KEEP IT STEADY

- Try to hold your phone as still as possible.
- Hold your phone close to your body.
- Use two hands.







# SEND IT!

- YOU CAN SEND MULTIPLE CLIPS AT ONCE!
- WE WILL CLEAN AND EDIT THE CLIPS!
- USE WI-FI AT YOUR HOME!

GO TO  
**USW.ORG/SOLIDARITY**  
TO UPLOAD FROM YOUR PHONE