

## Shooting video on your smartphone

Using videos to market your organisation or to share learner stories can be a powerful way to communicate with others – and it doesn't need to be a slick professional production either.

### Why is video marketing worthwhile?

Videos and marketing have always gone hand in hand. The main thing that's changed in recent times is that you don't need to spend a fortune to develop a video. Smartphones have revolutionised how we shoot, edit and interact with video material. They have also made video cheap to produce, accessible and infinitely shareable.

The other important thing about videos is that they have become an important feature on social media – just think of the impact of video on Facebook, Instagram, Twitter and YouTube.

### Things to think about before you get started

Before you press that record button, you need to think about a few things.

#### **Storage**

Think about how much video you are shooting and how much space you might need to have available on your smartphone. The shorter the video, the less storage it requires.

#### **Battery life**

Make sure you are charged up and ready to go because recording video will drain your battery, and if you are planning on doing a lot of videoing remember to take your charger along.

#### **Resolution**

Make sure you choose the best quality resolution on your device.

#### **Lighting**

There are two fantastic times of the day to shoot video – a couple of hours after sunrise and a couple of hours before sunset. However, when this is not possible try to make sure you have plenty of light – natural or otherwise. If you are inside, position your subject near a light source such as a window.

#### **Apps**

There are plenty of apps that can help you get better control over the quality of your video. Check out your app store for apps that extend the functionality of your phone's camera and that have good editing and effects capabilities.

## From a creative viewpoint

### Who is your audience?

You need to understand who your audience is before you can create a video that will appeal to them. The personal aspect is the most important part of any video so make sure you try to connect with your audience on an emotional level.

### What is your goal?

You need to be clear about what you are trying to achieve with your video. While it's important to appeal to your audience – you also need to find a way to ensure that your goals are met as well.

### Is your video accessible?

Make sure you get transcripts or captions for your videos so that everyone can enjoy them

### What about sound quality?

The quality of the audio is as important as getting the video quality right – in fact there are many that believe that audio is more important than video. Think about how much more intolerable it is to listen to poor quality sounds than it is to watch a grainy video, for example.

Most microphones on smartphones are omnidirectional and they don't have much range. To get around these limitations, you need to really think about the noise level of your location. Find a quiet spot, a well lit area, get in close and hold the phone nice and steady. Or if you are inside, avoid large empty rooms that might create an echo.

Think about buying an external mic for your phone. There are plenty of inexpensive varieties around.

### Are you using the correct framing?

When shooting video, always hold your smartphone sideways in a vertical position. You can take photos in landscape or portrait framing, but it's important to always use landscape for video, otherwise your images will be small and have black bars on either side during playback.

## Need more help?

ABC Open is about building digital skills and sharing stories online. Here are some great tips on video production from ABC Open:

<https://open.abc.net.au/explore/84979>