

How To Film A Subject with a Phone/Tablet

For those that plan to film many videos, we suggest purchasing and using accessories. There are full featured packages available for smartphones and tablets, such as the Padcaster for iPad. The following information is relevant for both people with accessories and people with just a phone/tablet.

Use The Camera On The Back of the Phone: There is a HUGE difference between the front-facing camera (called the Facetime Camera on an iPhone) and the camera on the back (called the iSight camera on an iPhone). The camera on the back will always be better than the camera on the front. Here are the specifications for an iPhone 6 (which will be better than older iPhones):



Facetime (Front-facing) Camera:

1.2-megapixel

*720p HD video recording NOT 1080!!!

***Note:** Even the iPhone 6S does not film in 1080 HD from the front-facing camera.



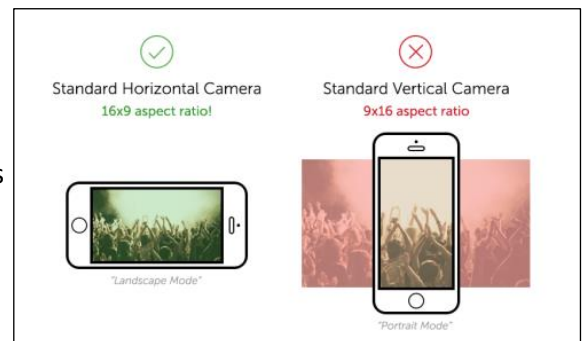
iSight (back) Camera:

8-megapixel

*1080p HD

***Note:** The iPhone 6S can shoot 4k using the iSight camera.

Don't shoot vertical video: We're living in a widescreen world! Laptops, televisions, your Twitter feed, and your website are all examples of places where a vertical video probably won't look great. So make sure you shoot horizontally with the microphone side nearest to your subject.



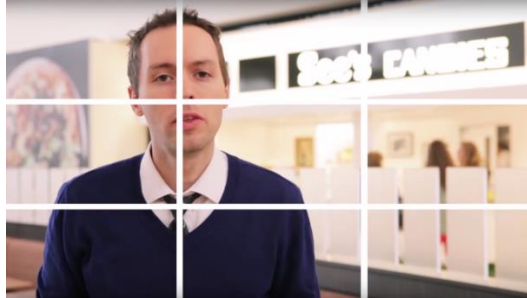
Light From the Front of Subject: When choosing where your subject should stand, try to get the largest source of light to be shining towards the subject. If the light is behind the subject, it will make them too dark. Try to use natural light when possible.



Avoid shooting into a window, instead place yourself so the Window shines onto the subject.

Rule of Thirds: When you set up your shot, imagine your frame is split into thirds horizontally and vertically, like a tic-tac-toe board. The best place to put an interview is at the cross section of those lines. *(See image)*

Leave a Little Head Room: Head room is the space between the top of your subject's head and the top of the frame. It's best to leave just a little room in there – don't cut off the tops of subject's heads. *(See image)*



Not Too Far: Don't record your subjects from too far away. Ideally, you want to be able to be close enough to clearly see a subject's eyes and facial expressions. And you also want the microphone to be able to pick up your subjects voice.

Not Too Close: Don't record your subjects so close that you cut off parts of their face. This can be especially problematic if your subject's name should be displayed on the screen in the finished video – you don't want their name plastered across their forehead because there isn't any room for it on the screen.

Alternate Sides: If you will be interviewing/filming more than one person throughout the day, don't interview everyone on one side of the screen or the other. Switch sides between subjects in order to add visual interest to your video.

Don't Use the Phone's Zoom: Avoid the temptation to use the Phone's built-in camera zoom. Since the lens isn't zooming optically, you're just enlarging the picture digitally, which means you will quickly enter the world of unsightly pixels.

Use the Exposure Lock: The Phone will automatically focus and expose your shot. This can be a great function for quick photos, but when you're shooting a video, it can really complicate things. The Phone tends to keep adjusting and refocusing. That's why you should use the exposure focus lock if it is available. This will help to keep the focus and exposure constant throughout your shot.

How to Lock the Focus and Exposure on an iPhone:

1. Tap the screen to choose the part of the image you want to focus on and expose.
2. Tap and hold on your focal point until you see an "AE/AF Lock" banner appear at the top of the screen, to lock exposure and focus.
3. Tap anywhere on the screen to unlock the focus and exposure again at any time.

Audio Will Be A Problem: There is no way around it unless you use accessories. To minimize the problem, choose a quiet area to film in, place yourself between any sources of sound and the subject, and keep the microphone uncovered and pointing as close to the subject as possible.

Let the camera roll for a few seconds *before* and *after* each take/clip: This increases the odds that you won't accidentally cut off a response. It will also make editing easier.