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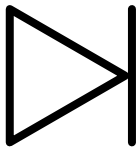
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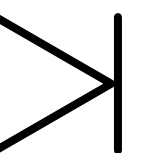
*To Shoot Like a Pro
With Your Phone.*



1

Use The Back Camera

Use the camera on the back side of your phone for the best quality. Selfies are cool, but the “selfie” camera on the screen side typically has a lower resolution for efficiency when you’re on a video chat.



2

Resolution & Frame Rates

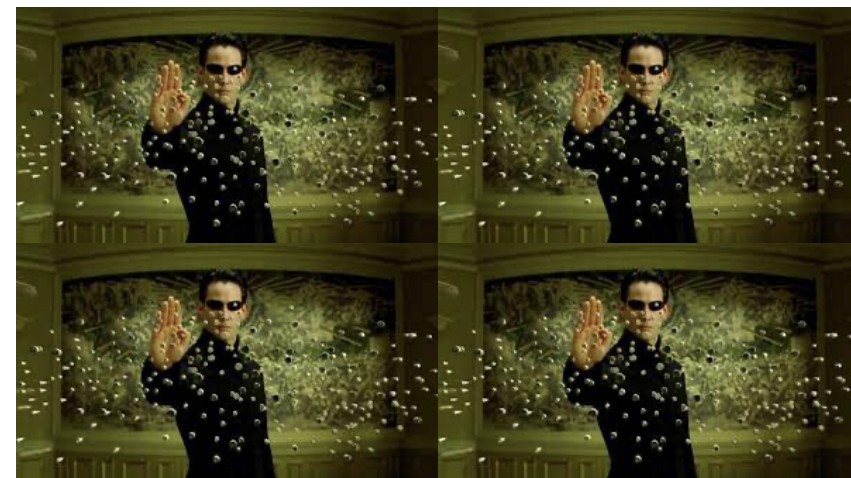
The more pixels make up your picture, the more your image will be clear. 24 fps (frames per second) is the universal norm for a cinematic frame rate.

Resolutions:

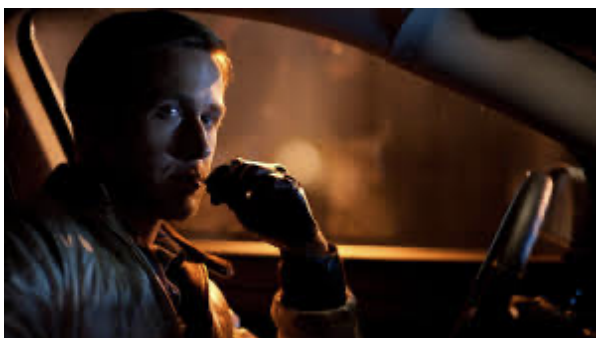
1080p HD 1920x1080



4K UltraHD (4x HD)



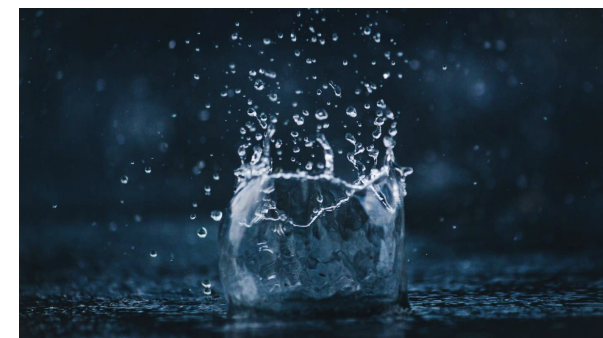
Frame Rates:



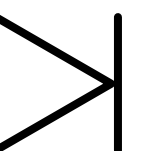
24 fps: Movies



30 fps: TV



60+ fps: Slow-mo



3 *Landscape vs. Portrait*

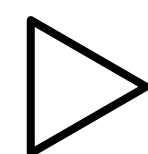
Turn your phone horizontally first, before you hit record so that the saved video file will stay locked that way during playback. Vertical makes more sense for social media stories.



"Landscape Mode"

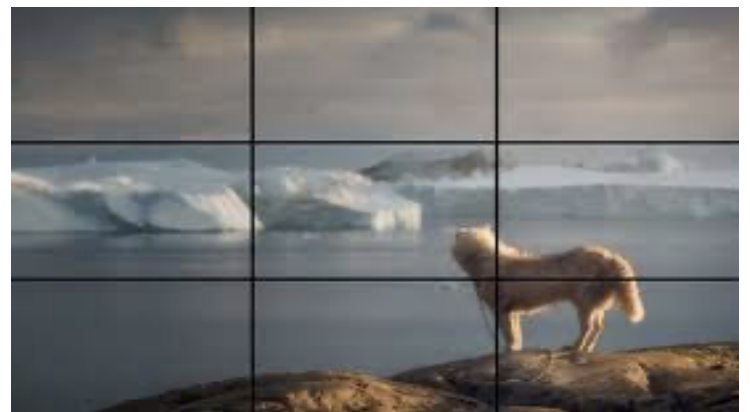
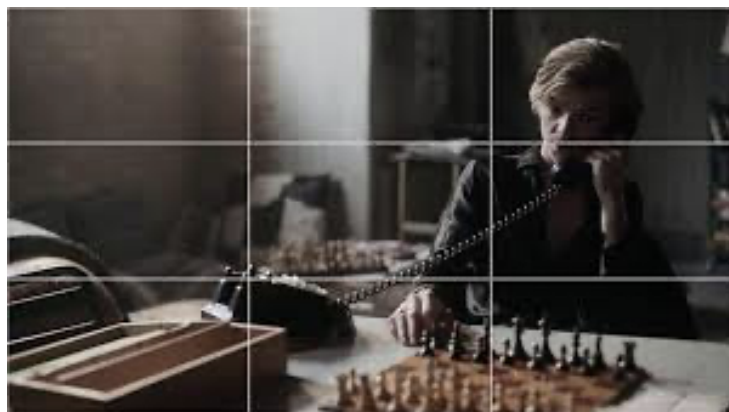


"Portrait Mode"



4 Rule of Thirds

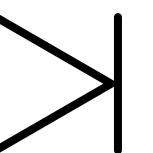
Those grid lines on your screen are there for a reason. Use them intentionally as target placements for subjects to make your shots look more interesting and well composed.



5 *Depth of Field*

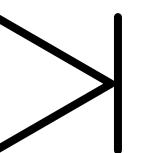
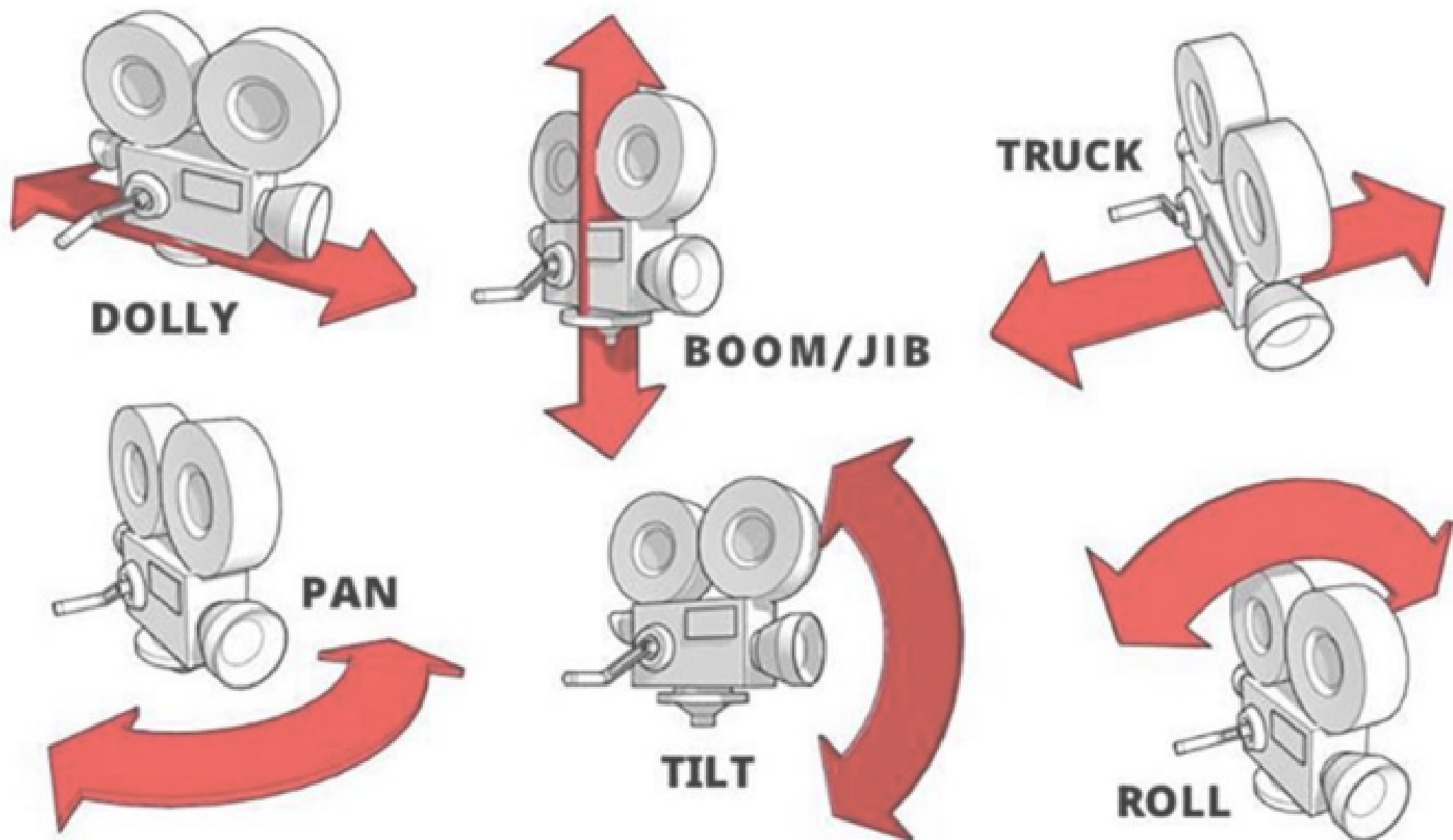
Some phones now have the option to blur out backgrounds. This is called “Shallow depth of field” when your subject is in focus and your background or foregrounds are blurry. It gives your shot a more dynamic cinematic quality on top of your shot composition. Although pretty, use it intentionally.

When shooting landscapes or to show your subject in their environment, turn off the depth of field feature to get your entire shot in focus.



6 Movements

Not everything is a “Pan”. Practice these moves ever so slowly to give an additional dynamic layer to your shots.



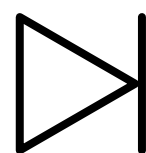
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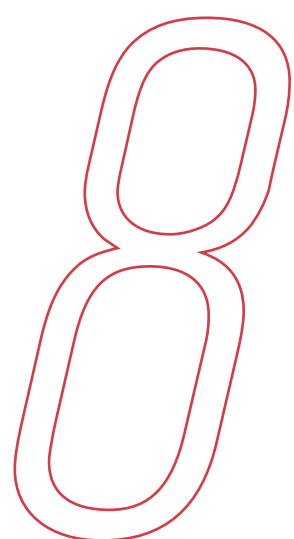
Natural Light

The photographer's favorite beer. When used correctly, midday natural light gives you the most accurate color rendering in video and photos.



For interviews, position your subject 3-5 feet from a window for your "Key Light" or primary source of light. Sheer white curtains can help soften the light for a more flattering look. Angle your subject so the window is at 45 degrees to the right or left of your subject and frame your shot so that the camera is on the opposite side of the window.

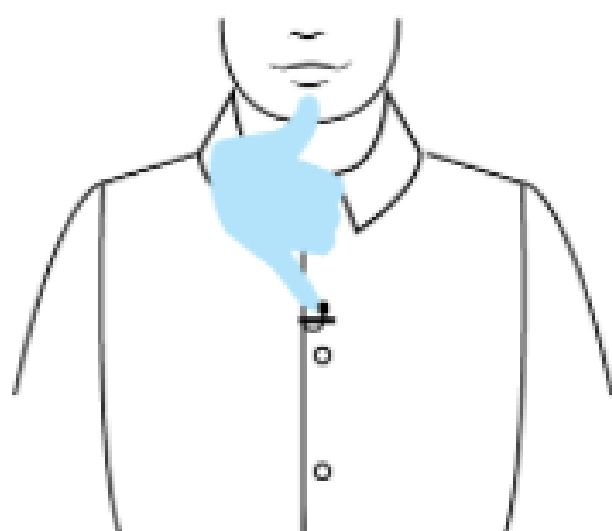




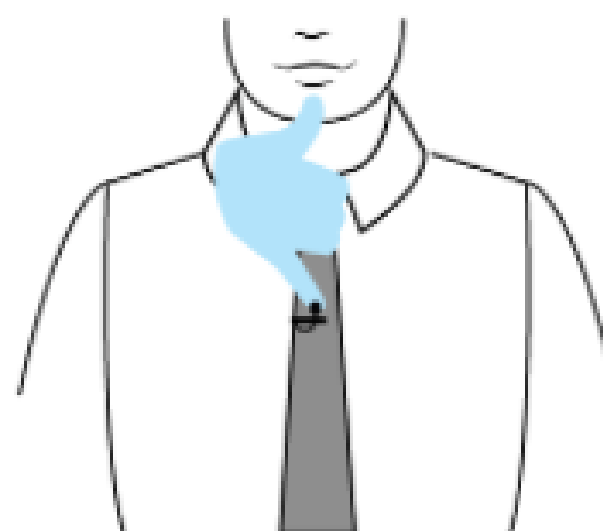
Audio

If you'll be talking a lot, consider using a mobile compatible wired or wireless lavalier microphone. An affordable mobile lav mic that will do the job can be found on Amazon.

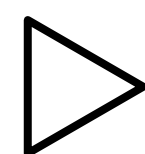
Make the "Shaka" or "Call me" sign with your hand. Place the tip of your thumb right under your bottom lip. The spot where your pinky points on your chest is where you should clip the lavalier mic with the microphone pointing upward. Don't forget to hide the cable under your clothing.



Button Up Shirt



with Tie



8 WAYS
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*Stay Tuned
For More!*

THANK YOU!
THANK YOU!
THANK YOU!
THANK YOU!
THANK YOU!
THANK YOU!
THANK YOU!
THANK YOU!

