

SOCIAL FRIDAY'S MOBILE VIDEO GUIDE

You've decided to shoot your own video? You're in luck because your smartphone is a powerful tool for that. **All you have to do to benefit from the advantages of mobile video - and minimize the disadvantages - is follow a couple of easy steps.**



The Script

"Tell me a story!"

✓ Dramaturgy

Think about the message and the structure of the video in advance. Write down all the aspects you want to get across. This will lead to a better result and reduce the editing work.

✓ Setting

Think about different shooting occasions before you are even on location. You can begin your story with the setup and end it with the cleaning up for example. This will take the viewer on a journey and makes your video authentic.

✓ Sound Bites

Think about possible quotes without knowing the participants reaction yet. Who feels most comfortable in front of the camera? Give them a heads up. This will make the statements more meaningful while keeping them real.

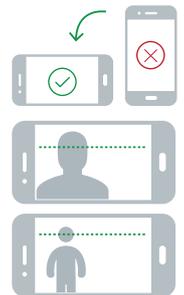


The Shooting

"... and action!"

✓ Composition

Use your smartphone always horizontally (landscape format) with people's eyes in the upper third of the frame. Change perspective: Long shots help with orientation, close-ups give details. This will lead to a varied viewing experience.



✓ Sound

Use an external microphone if possible, especially for voice recordings. The integrated microphones on smartphones can't compete with the camera. This will take your video to a whole other level.



✓ Stabilization

Use a tripod or even a gimbal (hand-held stabilizer). Avoid fast and abrupt movements. Turning your body - not only your smartphone - helps while panning. This will give you crisp shots and a professional look.



Quick Wins

No Zoom

The smartphone's digital zoom reduces the image resolution and therefore the quality of the video.

No Filters

Fancy filters compromise the authenticity and uniformity of the video.

Stay Offline

Switch your smartphone to flight mode before the shoot to avoid interference.

Stay Clean

Clean the lens of your smartphone before every take to avoid blurs.

Every Minute Counts

Video recordings draw a lot of power on all smartphones. Therefore, you should always ensure an external power supply.

Every Second Counts

Allow for at least 10 seconds at the beginning and at the end where little happens and nothing is said. These parts will later be overlapped by the Social Friday Intro and Outro ([See example](#)).

"... that's a wrap!"

Any more questions? Do not hesitate to contact us.

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