



COMMUNICATIONS AND MEDIA

Basic tips for mobile videography

BEGINNER

→ SHOOTING VIDEOS WITH YOUR PHONE IS EASY AND FUN! WITH A FEW KEY TIPS, YOU CAN CREATE HIGH-QUALITY, ENGAGING FOOTAGE THAT TELLS YOUR STORY EFFECTIVELY.

OBJECTIVES:

- **Improve video quality:** Simple tips for capturing professional-looking videos.
- **Encourage creativity:** Experiment with angles, lighting, and editing.
- **Make it easy:** Beginner-friendly steps using just a smartphone.

ADVANTAGES:

- **High Quality:** Understanding lighting, framing, and focus improves the visual clarity of your videos, making them more polished and aesthetically pleasing.
- **Engaging:** Knowing how to properly shoot videos helps tell your story in a dynamic and captivating way, keeping your audience interested.
- **Cost-effective:** Create great content with minimal investment, leveraging the technology you already own.
- **Convenient:** With your phone always at hand, you can quickly shoot and share videos from any location.

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CAMERA ANGLES & STABILISATION

Hold your phone with both hands to **prevent shaky footage**. Use a tripod or steady surface for smoother shots.

Try different angles—above, below, or sideways—for a more dynamic look, instead of just eye level.

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LIGHTING

Natural light is your best friend, so film near a window when indoors.

Avoid harsh overhead lighting and light behind your subject.



FOCUS AND EXPOSURE

3

Tap on the screen to **set focus and adjust exposure** manually.

Lock the focus if your subject is moving.

4

AUDIO QUALITY

Good audio is crucial.

If possible, use an external microphone. Avoid windy locations, or use windshields on your mic.

5

RESOLUTION AND FRAME RATE

Record in the highest resolution available (usually HD or 4K) and choose a frame rate that fits your subject—24fps for a cinematic look or 60fps for smoother motion.



USE MANUAL SETTINGS

If your camera app allows, adjust settings like ISO, shutter speed, and white balance for more control over the look of your video.

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PLAN YOUR SHOTS

Sketch out your video or make a quick list of the scenes you want to capture.

Think about the beginning, middle, and end of your video to help the story flow.

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EXPERIMENT

Don't be afraid to try different angles, perspectives, and movements.

Low angles or overhead shots can add interest to your footage.

EDITING

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Use mobile editing apps to enhance your footage.

Cut out unnecessary parts, add music, and apply filters or color grading to give your video a polished look.



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GET CREATIVE

Break the rules and get confident that you can create engaging and professional-looking videos with just your mobile device!

TIPS

- **Check out YouTube tutorials on mobile videography** for step-by-step learning.
- For **extra footage**, consider free stock video sites like Pexels or Pixabay.
- **Best apps for mobile video editing** – Capcut, Inshot and Canva are easier for beginners
- **Copyright free music and sound effects** - YouTube Audio Library, Facebook sound collection.
- **Clean your camera lens** before shooting - important for clear footage