

HOW TO MAKE A FILM ON YOUR PHONE - OUR TOP TIPS

PLANNING

DECIDE THE SUBJECT AND THEME

What story do you want to tell and who do you want to tell it to?

PLAN HOW, WHO AND WHERE YOU WILL BE FILMING

Think about locations and/or people who will be engaging and capture the audience's attention.

ARRANGE INTERVIEWS WITH PEOPLE WHO CAN BRING YOUR FILM TO LIFE

Who do you want to speak to and what would you like them to talk about? Think about what questions you would like to ask and the best place to film them.

WRITE INTERVIEW QUESTIONS AND A SHOT LIST

Prepare questions that will encourage the person being interviewed to cover the key messages that you want conveyed. Decide on what other footage or B roll that can be used to bring your film to life.

THE FILMING

MAKE SURE THAT YOUR PHONE IS SET TO RECORD IN THE HIGHEST QUALITY POSSIBLE

Ideally this will be in 4k 30fps or at least 1080p HD at 30fps

iPhone: How to customize camera settings to shoot 4K video

1. Open **Settings**
2. Swipe down and tap **Camera**
3. Tap **Record Video**
4. Select 4K at 24 fps, 30 fps, or 60 fps

Here's how the process looks:



THE BRIGHTER, THE BETTER

If you can, outdoors is the best for filming. If you have to be indoors, choose the room with the most natural source of light.

SHOW OFF

Pick a location that feels relevant to your film. Or somewhere that is bright and looks good on camera.

STAND IN SPACE

Don't have the person/people you are filming sit in front of a wall. Space behind them makes them stand out from the background and usually makes everything look and sound nicer. If you are filming yourself, set up the camera and then check the background before you film.

LANDSCAPE

Hold your phone landscape, not portrait.

TURN IT AROUND

The camera on the back of your phone is better quality than the selfie one, so if you are shooting yourself, turn the phone around.

HAVE THE SUN BEHIND THE PERSON/PEOPLE YOU ARE FILMING AND NOT IN FRONT

This stops people from squinting and gives a more even light to make it brighter.



CLEAN YOUR PHONE LENS.

Make sure that you lens is free of fingerprints and smudges. A reading glasses cleaning cloth is perfect for this job.

HOLD IT STEADY

Hold your phone as stable as possible, or even put it in a cradle or on a tripod if that feels better. Also decide beforehand where it is going to be shared. This will dictate whether you should be filming horizontally or vertically.

SOUND

Speak clearly, concisely and stay out of the wind.

WATCH IT BACK AS YOU ARE GOING

After a couple of goes watch the video back with your headphones on. Check the sound, check the content and tweak as you go. Get multiple options so that you have lots of options to choose from when you are editing.

THE INTERVIEW

MAKE THEM COMFORTABLE

Being interviewed can be nerve-wracking, help the person you are filming feel at ease by having a chat before you start asking questions. Ask them what they had for breakfast, what their favourite place is - and then you can check the sound and lighting before you start the interview questions.

BE IN THE EYE LINE

Stand as close to the camera as you can, ideally behind, so that when they are answering your questions, they are looking towards the camera.

REPEAT AFTER ME

Brief the person being interviewed to repeat the end of your question into their answer. For example, "what is your favourite colour?" "my favourite colour is green."

BE FLEXIBLE

Have your questions, but don't be worried about sticking to them strictly, let the story tell itself and go in the natural direction.

THE EDITING

There are lots of easy to use, free video editing apps that can be used straight from your phone. Try out a few different ones and see which you prefer. We like [FilmoraGo](#) for a quick and inclusive editing app.

SAY IT

You want to grab attention quickly. Make sure the start of the video either gets to the point or at least grabs people's attention and wants them to carry on watching.

MUSIC

Most video editing apps will come with free music that you can place under your video. This can really help establish the mood of the video and get attention.

SUBTITLES

If you can, you should always subtitle your videos before you upload them. It is worth bearing in mind that most people watch social media videos without sound on.

THINK ABOUT THE PLATFORM

Different social media platforms work better for different video lengths and whether it needs to be square or not.

GET SOME FEEDBACK

Share it around, tweak it and when you are happy, upload.