
iPhone Video Best Practices

- Find a quiet space. There should be no noise except the speaker. Record a test video and listen back with headphones before starting the interview to be sure the speaker can be understood and there are no hums or noises in the room.
- Test the audio with and without headphones (wireless or wired) see what makes you most comfortable.
- Don't move the camera while you are talking.
- Try to use a tripod, or lean the camera on a table if you're able to get a proper frame and audio. Avoid hand holding because of camera shake.
- Make sure you're recording video and not slow motion!
- Turn on a soft lamp, or room light to illuminate your face. Be careful of desk lamps or direct light that can cause hard shadows.
- If you're filming something that a video editor is going to add graphics or other clips to, film in landscape, centering yourself in the frame.

*Landscape video for more
produced content*



- Fill the frame.
- When filming something that will be a part of a larger video edit:
 - Always hold the camera horizontally so that it records landscape.
 - Leave negative space in the frame in case we want to add graphics or subtitles.

Performance Best Practices

- Be at ease. Sit comfortably in a place you can be seated over time.
- Look around the room for an interesting frame. Make sure the background is interesting but not distracting (or too revealing!).
- Allow answers to fully finish and some pause before ending the video. If you're filming yourself, be as graceful as possible ending the recording-- make sure you know where the stop button will be and how to make it pop up if it disappears.

Framing Best Practices

Keep your phone level, don't film up your nose.

Do this



Not that



Avoid harsh backlight, or harsh light on faces.

Harsh Backlight!



Direct Sunlight!



Be the star, fill the frame.

Do this



Not that

