

How to use an iPhone or Smartphone for successful In-House Video Messaging



Occasionally video messaging needs to be quick and simple so it may make sense to use a cell phone. Here are some important tips for using a smartphone to record a video message that can then be packaged up and shared.

Holding Phones Horizontally for Video is Preferred

Video is edited and built for all platforms with a 16:9 aspect ratio. Whether on an in-house site, Social Media, YouTube, Vimeo or any other video platform, vertical footage will not be used as is, and will be a little more challenging to edit. All video can be edited, but shooting horizontally with your phone helps in the process.



If not steady, hand held phones when filming video can be distracting. Hands are not that steady and smartphones are not great at stabilizing. Secure your phone on a solid surface or even a tripod if possible to help alleviate movement.

Don't Use the iPhone Zoom



Smartphones are best utilized at full depth. Get close enough with the phone so the full video fits on the screen without zooming. Zooming causes pixel problems. Shooting with a smartphone at full width & depth helps quality.



Always Make Sure Primary Light is on Subject

Smartphones work well if there is enough light in them. Lack of light causes graininess. When shooting outside make sure the sun is behind the phone. If indoors make sure plenty of light is on the subject & avoid situations where backgrounds are brighter than faces.

Assure You Have Good Audio



Make sure the subject is close enough to the phone and the environment surrounding the phone is very quiet so the cell phone mic can pick up higher quality sound. Do not record in areas where background noises can be distracting.

There are lots of choices for smartphone video accessories available on the web. If you need suggestions on tripods, lighting or microphones for your smartphone please ask a member of the NED Digital Media Services Team.

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