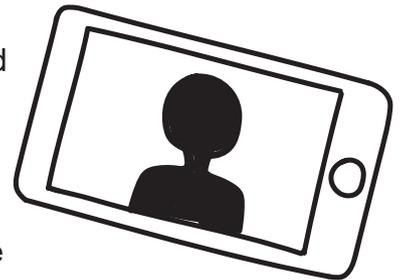


Top Tips

...for Recording a Video on your Smartphone or Tablet

1. Shoot Horizontal Video

Vertical video does not translate well on other devices. Computer monitors, televisions and websites, all have landscape-oriented displays. Please therefore turn your device on its side and record horizontal footage.

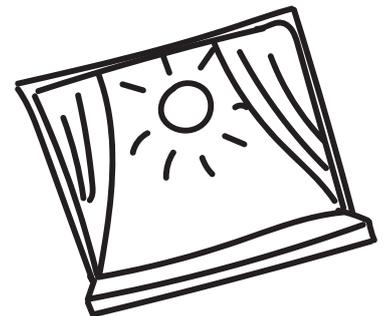


2. Don't use digital zoom

The zoom feature on most smart devices just enlarge the picture digitally reducing the image quality and making it pixilated. Some advanced phones have an optical zoom to avoid this, however the safest option is to simply move closer to your device.

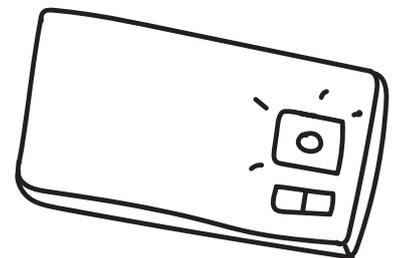
3. Lighting

The flash or LED lights on smartphones are too bright and can easily skew the colour temperature of the video. Also, video will often still come out poorly lit in the end. The best source of light to use is daylight. Natural lighting looks great in almost every instance. Always face toward your light source. Never have the window or light source behind you or else you will be left with a silhouette.



4. Audio

Recording audio directly from your device's built-in microphone should suffice but make sure you are close enough for your voice to be clearly picked up. Removing your phone or tablet from its case can sometimes improve the audio pick up as some cases have the effect of slightly muffling the microphone.



5. Clean Your Lens

An easy, but important final tip is to clean your lens before you start. Your lens will often get dirty, which will produce a blurry video. The best way to clean your lens is with a microfibre cloth.

Don't worry about getting it all in one take. You can record each question separately if you wish.