



#iwillWeek 2016

Guidance for filming your event on your smartphone



How to shoot GREAT video on a mobile device

It's easy, fun and if you follow these easy steps you'll get great results.



Shoot landscape and keep still

You're not taking selfies. Always keep the device landscape when you are shooting any type of video.





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Make sure there's plenty of light on your subject

Try and use as much ambient light as possible. Strong direct light from any direction can create scary faces so try and avoid spotlights, ceiling lights etc.

Don't put your subject in front of a strong light source

Their faces will be dark and you won't see anything!





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Loud environment? Move closer

If you're shooting in a loud environment, try and move somewhere quieter. Failing that, just move closer to your subject.

What shots are you after?



Panoramic

Nice and wide to show what's happening. Hold the shot for a few seconds before slowly and smoothly panning. Hold for a few seconds at the end too.



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What shots are you after?



Cutaways

Take 5 - 20 second shots of what's going around you and what relates to the story you're trying to tell. Shots of buildings and signs help set the scene.

What shots are you after?



Interviews

Unless your subject is addressing the viewer directly, try and get them to speak off screen to a third person. If there are two people on screen, bunch them up tight!



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Check your shots!

It's easy to accidentally cover the mic on your device with your finger or to cover the lens. Take a second to do a test shot, then stick on some headphones and make sure it sounds and looks OK.

And of course, enjoy yourself!



This guide has been produced by O2 Telefonica, an #iwill Business Pioneer. They provide significant on-going support for the campaign.

View the film of this guide using the link below:
<https://telefonicauk.wistia.com/medias/aalwjl0egi>

