

How to Record Video with Your Smartphone



Video has taken over the internet, but creating high quality video for your business can get expensive. Fast.

The good news is that you don't have to bring in that expensive five-person video crew to get excellent production value, and to create video at scale. Behold, your smartphone—a powerful tool that captures high-quality video, provided you know how to optimize the device for your environment.

Here's how to do that:

Shooting Video in the Office

Shooting video in an office environment allows you to have the most control over video and audio production quality. To capture the best-quality video with your smartphone, keep these elements in mind.

Framing

Don't place your subject in the center of the screen! Place them or it off to one side, or use the environment to create depth and interest. Understand the [rule of thirds](#) when composing your shot. Smartphone cameras have an overlay that divides your image into equal thirds vertically and horizontally. You can create better compositions by placing your subject at the intersection of these guidelines.



Lighting

Offices usually have consistent, artificial lighting. It's your job to take the best advantage of what is available.



- The light source should be behind or next to the camera; don't film your subject in front of a window or another form of backlighting, which will silhouette your subject and eliminate the detail you're trying to show.
- Be aware of shadows your lighting is creating, especially across people's faces.
- If you're struggling to get even lighting that flatters your subject, consider buying a small ring light; they're not expensive.

Sound

Sound quality is often overlooked when producing video, but it has a tremendous impact on the audience's perception. Smartphones have good microphones and are "good enough" in most office environments.



- Find a quiet space in the office—if you don't have a designated studio space, a conference room or private office will work great.
- Be mindful of loud background noise that may have become white noise to you—HVAC noise, nearby traffic outside, etc.
- Before recording, test your phone's microphone to ensure you can hear audio with minimal background noise.
- Be sure to choose an area for your shoot free of disruptions.
- For even better audio quality, purchase an attachable lavalier or shotgun microphone.

Stabilization

Use a tripod to prevent shaky footage. You don't need to break the bank; there are plenty of inexpensive options available designed specifically for smartphones.



Shooting Video at Trade Shows

Trade shows are often bustling, busy and noisy environments—but they are also prime events for connecting with subject matter experts. Prepare for shooting video at a trade show with these tips.

Framing

When framing your subject it's important to think of the story you're trying to tell. How do your surroundings play a part in the story? Wide shots can capture the scale and excitement of the event, while closer shots can focus on individual products or people.



- Shoot your footage horizontally in landscape (16:9) aspect ratio to allow for additional formatting later to different ratios like vertical (9:16) or square (1:1) compositions. This will give you more flexibility in the editing room if you don't know your final output ratio.
- Be aware of untoward or awkward things that are accidentally in your shot. We've all seen those news bloopers of politicians at farm shows.

Lighting

Trade shows often have mixed lighting with both natural and artificial light sources, which can make it challenging to create high quality video.



- If you're using an iPhone, use an exposure lock to maintain consistent lighting. To lock your manual focus and exposure settings for upcoming shots, touch and hold the focus area until you see AE/AF Lock; tap the screen to unlock settings.
- Want to play it safe? Consider attaching an LED light to your smartphone.

Sound

The good news—trade show floor energy can infuse your video with a touch of excitement. The bad news—all that noise can drown out your subject matter experts and interviewees.



- When possible, choose a quiet location off the show floor—to film your subject.
- If that is not an option, consider shooting B-roll of the event and recording a voiceover to place on top of your footage.
- As an insurance policy to make it easier to record high quality sound, use a directional or lavalier mic to isolate your subject's voice from the surrounding noise. Make sure your microphone comes with a windscreen or wooly cover to capture the best audio during loud or windy days.

Stabilization

Handheld footage can work at a trade show due to the dynamic nature of the environment. However, there's a fine line between "dynamic and on the move" and "shaky and unstable."



- Consider a gimbal stabilizer to help shoot smoother video, especially if you plan to shoot a lot of video at trade shows or other events.



Shooting video on your smartphone can yield professional results in both quiet office settings and bustling trade shows. The key is to adapt your techniques and equipment to the specific environment. This is also dependent on your smartphone's operating system.

Change Your Android Settings

Some Androids are capable of shooting at 1080 pixels while others can create videos in 4K. Shooting in 4K is ideal, but 1080p is usually good enough.

Start with the highest possible resolution so it's possible to lower the quality later on if needed. Remember to switch high-efficiency video coding (HEVC) to the **off** position; not all editing platforms support it, so you could run into some trouble later on.



PRO TIP:

Check your storage settings before events to ensure you have enough space. Increasing the size of the aspect ratio will increase the file size.

Change Your iPhone Settings

iPhones are capable of shooting in different resolutions like 1080 pixel resolution as well as in 4K resolution. To adjust the default resolution, open Settings > Camera > Record Video to change the frame rate from 720p at 30fps (frames per second) to 1080p at 30fps or 60fps or 4K at 24fps, 30fps or 60fps. Enabling the HDR video option here lets you record in full high-dynamic range with Dolby Vision.

Remember to adjust your iPhone's settings based on your needs. For filming in the office, a high-quality setting like 4K at 30fps is suitable. At a trade show, 1080p at 60fps might be more appropriate to capture fast-moving scenes. Keep in mind that the larger the aspect ratio, the larger the file size on your phone.



We help mid-sized B2B firms accelerate growth by designing and executing content marketing programs focused on thought leadership and demand generation. We humanize complex business conversations to help you build sustainable, trust-based relationships with your ideal customers and change the trajectory of your company.

www.scribewise.com