

Best Practices for Filming with a Mobile Device

A QUICK GUIDE BY APCO WORLDWIDE

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CAMERA

Recording a video at 4K resolution is preferable, as this allows greater flexibility in the editing process. If your camera is not 4K compatible, record at the highest resolution possible (1080p). Keep in mind that 4K footage will require adequate storage space on your device. For example, 21 GB of storage is needed for one hour of 4K footage at 30 frames-per-second (fps). To capture video in 4K on your device, follow these steps:

If you have an iPhone...

1. Navigate to the *Settings* application
2. Scroll down to the *Camera* menu
3. Tap the *Recorded Video* menu
4. Select the option **4K at 30 fps**
5. Go back to the *Camera* menu, and select *Formats*
6. Select **Most Compatible** from the menu

If you have an Android device...

1. Open the *Camera* application
2. Tap the *Settings* icon in the upper-right corner
3. Select *Video Size*
4. Select the **UHD** option

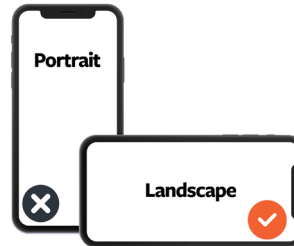
AUDIO

Capturing clean audio is essential when filming on a mobile device. To maximize the audio quality:

- Record in a **quiet location** with minimal background noise
- Close any windows and **turn off HVAC fans**, if possible (or move away from any air vents)
- Put your device in **Airplane Mode** to disable incoming calls and notifications while filming
- Record a **test clip** to make sure you can be heard when you play back the clip

ORIENTATION & BACKGROUND

Position your device on a stable surface about 1–2 feet away from you and at **eye level**. If possible, use a low-cost smartphone tripod (available [online](#)). If a tripod is not an option, make sure the phone is leaning against an object that won't move. Use books or other materials to ensure the device is at eye level. **Orient the phone so**



that it is landscape mode, rather than portrait mode (see the example at the left). Use the front-facing camera to ensure you are **fully centered within the image frame**. When filming, remember to **look into the front-facing camera lens**. Avoid looking at your face, as this can change your eyeline and confuse viewers.

Additionally, be mindful of any potentially distracting elements in the background of your image, and opt for **a simple and neutral background**.

LIGHTING

To avoid dark, under-exposed video, it's important to make sure you are well-lit using light that is available. Make sure the main light source is in front of you—not behind you.



Do not film with a window directly behind you; rather, use the window as a light source to illuminate your face. **Avoid shadows on your face.**

Tap the screen on your face to auto-expose and auto-focus the image. **If using an iPhone, tap and hold your finger down to lock in the exposure and focus.** You should see the **AE/AF Lock** appear in yellow.