

GENERAL USEFUL GUIDELINES FOR RECORDING WITH YOUR CAMERA OR MOBILE DEVICE

1. How to start

As cameras have gotten more complicated, portraiture seems to be the logical (and comfortable) way to shoot video. While that's fine for viewing on a mobile device, keep in mind that videos are best viewed on a larger screen, such as a PC or TV. Portrait mode doesn't do those screens justice because you're wasting valuable property. So even if you have to shoot something in a hurry get used to shooting in landscape mode.

2. Add a grid

The only thing worse than watching a video shot in portrait mode is watching a video shot at the wrong angle. Adding a grid allows you to use your background as a reference point to ensure your recording is always straight. Some mobile devices do not have this option. On the ones that do, it's a setting you may need to enable within your camera/ camera app on your phone. The grid helps you align your video with a line in the background to make sure you're shooting straight videos. If you're filming people, place their eyes at the top line of the grid. If there is no grid, put the camera at eye level of the person. Photography enthusiasts will know that this adheres to the holy Rule of Thirds, helping you better frame objects within your shot. And with this, get more professional and cinematographic-looking videos. The rule of thirds consists of mentally dividing the image frame into two horizontal lines and two vertical lines. It allows control of the points of maximum attention, facilitating the reading of the plane by the viewer, who will direct his gaze to one of the four points given by the intersection of the imaginary lines. This imaginary grid gives us very valuable indications, especially in the case of a scene where the action is static. Placing a point of interest at one of the intersections of these thirds makes for a more visually appealing images.

3. Record in Landscape mode

Constantly look at your camera/phone to make sure your recording is smooth. Avoid any temptation to look at the scene you are shooting. Some cameras/ camera apps allow you to focus on the subject you want to record. Once the record button is pressed, wait two or three seconds before starting to speak and another two or three seconds after the recording is finished. Those parts can be removed in later editing. Use a tripod or place the camera on a stable surface for best results if you can. One last piece of advice would be to buy a mobile Gimbal, if you're shooting with your phone. *Use a video recording app that allows us to manually control the focus, the amount of light. (e.g.: Adobe Premiere Clip, FiLMic Pro, iMovie, Ultrakam Pro, Camera Plus Pro, Cinema FV5, Camera JB+, Open Camera).*

4. Lighting

Lighting plays a bigger role in videography than photography because it's easy to edit, light or apply a filter and get away with the dark photo, but doing the same thing with a video can destroy its quality. As a general rule of thumb, make sure your subject is lit by a light source that is ideally behind you. Use your flashlight only as a last resort. Once you control the recording parameters of your camera you will see that backlighting can be done, for this there are several methods, keep your finger pressed on the dark image and that amount of light is fixed (for a phone), manual adjustment (for both). A "burned" image" white saturation, loses a lot of information and sometimes is unrecoverable. A dark image contains information, but sometimes when retrieving it, "noise" is introduced into the image

5. Angles and Planes

The camera angle is the position that the camera adopts depending on the object or person to be framed. In this sense, the height of the camera is decisive when it comes to transmitting some kind of effect to the viewer about what they are seeing. Here are some useful angles that can be implemented in our types of videos.

- Normal or neutral angle is one in which the camera is at the same height as the characters' eyes
- Contra angle or emphatic places the camera below the character, at 45 °, seeking the intention of magnifying or extolling the same
- Over-shoulder or semi subjective is a shot that is used in conversations or dialogue. Here, the camera is positioned on the character's shoulder.
- Detail shot consists of framing a very specific and close part of the subject that we are recording, for example, it could consist of hands or eyes
- Extreme close-up or Italian shot is a shot of the person's face zoomed in so far that the entire face does not fit completely in the frame. It usually goes from the middle of the forehead to the chin, but sometimes it goes from the eyebrows to a little below the mouth. As very wide it has a little air below the chin.
- The close-up is relatively similar to the previous one, but without being as dramatic and intense, the head is not always cut off (neither above nor below) leaving some air (space) on both sides (usually more below).
- Short medium shot consists of cutting the person at the height of the sternum or the lower ribs, leaving some air above the head.
- The medium plane consists of a plane that begins at the waist and ends up leaving air above the head (without abusing it).
- Full shot, figure shot, medium shot or full view, this shot starts below the feet and ends above the head, almost always leaving a little more air above than below.

6. The Sound

Bearing in mind that today the image quality is high in almost any current mobile device or "amateur" camera, where the difference between a mediocre video and a professional one is, many times it is in the sound. Having quality sound will automatically take your videos to a much higher level. The things to watch for are: Do not talk while you make the recording, if you're shooting with your phone, put it in airplane mode. And lastly, use external microphones, there are several types.

7. White Balance (Color)

White balance is responsible for adjusting the brightness of RGB colors (red, green and blue). This means that doing so adjusts the color temperature of the images to be captured based on the lighting conditions at the time of

recording. Before starting to record, we will have to adjust the white balance. Most cameras or phones, usually include several white balance options: automatic, shade, sun, interior, artificial light or tungsten. Depending on the results you want to obtain, you will have to select one or the other.

8. What is ISO sensitivity? Adjust it before you start recording

Before recording you must first adjust the main parameters of your camera. Pay special attention to ISO sensitivity. This is in charge of regulating the amount of light that the sensor collects, so it is essential to adjust it correctly. The more light there is in the environment, the lower ISO sensitivity we will select and the less light, the higher the chosen ISO will be. In this way, increasing the ISO can make us capture images that are well or better lit in low light situations. But we must also pay attention to the noise, since the more we increase the ISO, the greater the noise that appears in the image.