

## GENERAL GUIDELINES (FOR VIDEO AND PHOTO)

**Orientation:** Always turn phone to landscape (horizontal) when recording video. The only exception to the rule is when using Instagram's app.

**Composition Tips:** 1) Fill the frame. Do not allow much unused space at the top of the shot. 2) Keep your subjects' eyes high in the shot. 3) Follow the rule of thirds. If you drew two horizontal lines and two vertical lines across the screen, the points where they intersect are the best places to position subjects (see below). This places them slightly off-center. 4) Look for contrast between your subject and the background. 5) Use existing frames, like arches and windows.



**Lighting:** Strive for well-lit places. Natural light is best (outdoors, next to a big window), but a well-lit room is fine too. Position yourself so that the strongest light source is in front of your subject/at your back. A backlit subject looks like a dark silhouette.

**Audio:** Avoid covering the microphone with your hand. Check to make sure phone case doesn't cover up the mic. For an audible voice, move as close to subject as possible.

**Movement:** When possible, do not move the camera. Hold the phone steady and shoot for a minimum of 15 seconds. If the situation requires movement, walk/move around rather than using the zoom. Try pausing the recording and repositioning yourself for different angle/distance before you continue recording. This in-the-moment editing will give your video more of a professional feel.

**Quality/size:** Most recent phones will have 1080p HD settings. If you are able to get close to your subject (so you don't feel the need to use the zoom), 1080 should be adequate quality. Some phones have capability for even higher quality called 4K setting. Higher quality and longer videos take up more space on your phone.

**Storage:** Unless you have a very large storage capacity on your phone, you will need to periodically move videos and photos to a more permanent location. That means uploading your files to cloud-based storage, or moving the images off of your phone/SD card to a computer or external drive. Cloud storage is a powerful tool, but it requires that your network access be sufficient, and the default privacy settings for automatic uploading features can be problematic. (See suggested apps below.)

## GENERAL EDITING TIPS

**Keep it simple:** Avoid text (unless you are adding an ID for a person), added art, added filters, and even music (unless copyrights are purchased)

**Cut in threes:** Include multiple angles/distances. Three perspectives, for example, a wide shot, close-up (shoulders & head), and a voiceover while looking at something in detail, adds great value to your piece.

## PERMISSIONS

**Always get permission** to photograph people and distribute the content on Columbia Mailman channels (website, social media, youtube, etc.). Contact Anne Foulke Toner for a media release form template. Written consent is best, but fellow Mailman students, faculty, and staff, as well as people who may not be

very literate, can give verbal consent. Always ask for permission from the parent/guardian before capturing a child's image. You do not need permission if the people are in a public space (i.e. on the street), in a public crowd, or not identifiable. At times the line between a public and private space is blurred, so always err on the side of asking permission. A HIPPA release is required for patients in the USA. Follow any local consent requirements on international clinical sites.

## ANDROID PHONES

- [thenextweb.com/creativity/2014/07/27/shoot-edit-upload-movie-android-smartphone/](http://thenextweb.com/creativity/2014/07/27/shoot-edit-upload-movie-android-smartphone/) - gref
- How to trim and cut videos on Android: [www.howtogeek.com/201843/how-to-trim-and-cut-videos-on-your-android-device](http://www.howtogeek.com/201843/how-to-trim-and-cut-videos-on-your-android-device)
- The best free video editor for Android (Simple enough to use and has plenty of basic features to be creative): [lifehacker.com/the-best-video-editor-for-android-1748749262](http://lifehacker.com/the-best-video-editor-for-android-1748749262)
- Cloud storage apps: [www.androidpit.com/best-cloud-storage-apps-for-android](http://www.androidpit.com/best-cloud-storage-apps-for-android)

## IPHONES

- Tips on iPhone camera settings: [www.macworld.com/article/2155341/how-to-adjust-your-iphone-cameras-settings.html](http://www.macworld.com/article/2155341/how-to-adjust-your-iphone-cameras-settings.html)
- Info about newer iPhone's video resolution options: [www.techradar.com/us/how-to/phone-and-communications/how-to-change-your-iphone-video-resolution-settings-1306774](http://www.techradar.com/us/how-to/phone-and-communications/how-to-change-your-iphone-video-resolution-settings-1306774)
- More details about shooting video on iPhones: [www.imore.com/record-trim-videos-ipad](http://www.imore.com/record-trim-videos-ipad)
- How to trim and cut videos on iPhone: [www.imore.com/record-trim-videos-ipad](http://www.imore.com/record-trim-videos-ipad)
- iMovie app is free for new iPhone/iPad owners (or \$4.99) and iMovie on Apple computers is free

## INSTAGRAM VIDEOS

- Shoot video in the moment in the IG app or upload previously-shot video from your phone gallery
- With IG video you can record one segment at a time by clicking record on and off to compile moments (doesn't have to be all continuously shot in the moment)

## PERISCOPE

- Used for live streaming video, but can set options to save the scope videos on your phone and upload elsewhere
- Tips for newbies: [www.katielance.com/periscopefornewbies](http://www.katielance.com/periscopefornewbies)
- This is a pretty comprehensive guide: [sociallysorted.com.au/21-periscope-tips-broadcasts](http://sociallysorted.com.au/21-periscope-tips-broadcasts)

## YOUTUBE

- General info for editing on the site: [support.google.com/youtube/answer/183851?hl=en](http://support.google.com/youtube/answer/183851?hl=en)
- How to upload video to YouTube from Android phone: [www.androidcentral.com/youtube-101-how-sign-and-upload-videos-your-mobile-device](http://www.androidcentral.com/youtube-101-how-sign-and-upload-videos-your-mobile-device)
- How to upload from iPhone: [www.igeeksblog.com/how-to-upload-iphone-videos-to-youtube](http://www.igeeksblog.com/how-to-upload-iphone-videos-to-youtube)