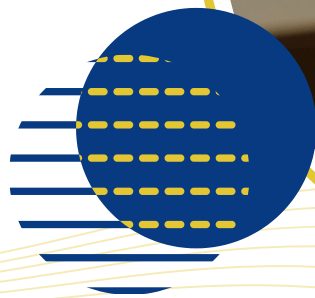


12 STEPS TO FILMING AMAZING VIDEOS W/ ANDROID



Before you start..

You can check out the video version of this guide here:

<https://youtu.be/2pjYP9xpApc>

This guide will run you through a 12 step process to filming amazing videos with your Android smartphone.

We've intentionally kept it short, sharp and to the point so you can keep it with you and refer back to it whenever you're filming. Use this guide like a checklist and you can't go wrong!

Throughout the guide you'll see references to some basic equipment; tools we're using for certain steps to take your results from great to AMAZING. None of these are absolutely required, so by all means go ahead and get started without them. We've even included some tips on how you can piece together workarounds where possible!

After you've gone through this guide a few times and seen just how quickly the steps alone improve your results, I'd **highly recommend trying the process with this equipment.**

Recommended Equipment

- **TRIPOD & SMARTPHONE HOLDER**

A small tripod and mount to hold your phone while you film.

- **MICROPHONE (FOR SMARTPHONES)**

A quality microphone to capture the best audio.

Check out our latest gear recommendations at:

<http://primalvideo.com/Smartphone-Gear>

Now, let's get started!

1. Prepare your content for filming.

Draft some bullet points (or a complete script, whatever works better for you) summarizing the key items to cover in your video.

2. Select a suitable location.

The location for your video needs to tie in with the content or theme of your video so selecting a location is important! When choosing a backdrop, remember to AVOID:

- Too much background noise.
- Bright lights or the sun facing the camera.
- An overly dark scene without sufficient ambient light.
- An overly active or 'busy' background, which may distract viewers.

Generally, phone cameras aren't great in low light so make sure your location is well lit and don't forget that a lot of your background will be in focus (unlike when you shoot with a DSLR).

3. Choose the front or rear camera.

The front facing camera is easier to shoot with because you can see yourself, however it's typically lower quality than the camera on the back of your Android phone. If you have a recent phone you can still get great results with either.

4. Clean the camera lens.

Clean the camera lens on your phone to remove any fingerprints or smudges, preferably with a microfibre cloth

5. Stabilize and position smartphone.

Decide where you will be positioning your phone and set up the tripod (or other mount) in position for filming.

No tripod? No worries! If you don't have access to a tripod, you can use a stack of books, a stool, or prop the phone against other items you have to set the appropriate height and position of the phone.

The camera lens should be just below eye level when you're in position to film. i.e. you should be looking slightly downwards at the lens.

If you want to walk around or move during your shoot, we'd recommend that you use a gimbal or stabilizer such as the DJI Osmo Mobile gimbals. A selfie stick is a cheaper option and will also work to give you a smoother image versus holding the phone in your hands.

6. Set up lighting

The goal with lighting is to make sure that the subject of your video is well lit so it remains the focus for your viewers watching.

Position your lights to light up the subject first, then if you have additional lights, you can use them to light up the background or the rest of the shot.

If you don't have any dedicated filming lights, you can use whatever you have access to. This could be desk or floor lamps or you can sit by a window to use some natural light from outside.

If the lighting is unbalanced and you're noticing harsh shadows in the shot, position a light source so it brightens up the darker areas to create a more even light.

You can check out our recommended portable video lights here: <http://primalvideo.com/Smartphone-Gear>

7. Connect microphone.

Did you know that audio is actually more important than the video itself? That's because if you have great audio but something goes wrong with your video, you can still use the audio and drop in some B-roll or photos to create a video.

Ideally, you should be using an additional microphone to get the best quality audio into your phone for your videos. You can see our latest recommended microphones here:

<http://primalvideo.com/Smartphone-Gear>

Depending on your phone, you may need to use a headphone jack adaptor to be able to connect your microphone.

Don't have a microphone? Don't let that stop you! The built-in microphone will still work fine as long as you're in a quiet environment without much background noise.

8. Prepare phone for filming.

Make sure that everything is correct and ready to go before you start shooting.

To prepare your phone for filming, you'll need to:

- **Make sure there's enough free storage space.** The amount of storage space required will vary, but you should try to allow around 3.5GB per 10 mins of footage. While it differs for most devices, you can generally check the available space under: **Settings > Storage.**

If you don't have sufficient space, backup some photos/videos/files to your laptop or another device and remove them from your phone.

- **Check video quality settings** and make sure that the video size is set to 1080p or 4k. For most videos, 1080p will be great. 4k is not really necessary and it will take up a lot more storage space, but it's up to you to decide what's best for you.
- **Check your battery level** and plug it into a USB charger to avoid it going flat whilst filming.

9. Switch on airplane mode / Do not disturb mode.

Switch on Airplane Mode or Do Not Disturb Mode to prevent any calls or interruptions while filming.

The location of these setting differs for each device, but you can generally find it under: **Settings > Network & Internet > Select 'Flight Mode'**.

10. Lock down camera settings

Most phone cameras will auto-adjust exposure (brightness) settings while filming whenever lighting changes, or whenever there is movement within a shot. This is great for outdoor environments or where the camera is being moved around, but for a controlled environment (like the one you've just set up) this means any slight movement you make could trigger the phone to alter the brightness of your shot.

To keep the lighting consistent, you can turn this off by switching on **'Auto-Exposure Lock'** (i.e. **'Manual Exposure'**).

To do this, with the camera app open, **tap and hold** the spot on the screen that you would like the phone to use as a reference to auto-configure the exposure (generally this will be your face). Keep holding until 'AE/AF-Lock' appears after a few seconds, indicating 'Auto-Exposure Lock' is enabled.

Note: Keep in mind that the location (and name) of the Manual Exposure setting might differ on some devices.

If you're looking for a more advanced camera app to control your settings, we recommend Blackmagic Camera App. You can check it out and our full tutorial here: <https://primalvideo.com/video-creation/shooting/blackmagic-camera-app-tutorial/>

11. Record a test video.

Hit the 'Record' button and complete a quick test video. Play it back to make sure you're happy with the shot and the audio is working fine.

Tip: If you have a microphone plugged in, you will have to remove it to hear playback

12. Record the video.

Finally, time to start filming! Just remember the following tips and you'll do just fine.

a. Re-confirm that 'Auto-Exposure Lock' is still on.

Yep, it sometimes switches itself back off again after completing a video... Repeat Step 10!

b. Be aware of any light changes in between shots.

Changes in light due to clouds, lights switching on/off etc. can impact your results during editing later as you start cutting between shots.

c. Look directly at the camera lens, not at yourself on-screen.

It's important to maintain eye-contact with your viewers - and this is how you do it!

d. Monitor background noise and activity.

If there's too much happening in the background (loud car driving past, someone walking through your shot etc.) just leave the camera recording, wait until it's clear and start the shot again.

e. When starting:

Hit 'Record', get into position and wait at least 3 seconds before you start speaking. This way, your viewers won't have to watch you settling into position while you're starting to speak.

f. When finishing:

Make sure to wait at least 3 seconds after you finish speaking before hitting the 'Stop' button. Don't let the last thing your viewers see be you reaching for the 'Stop' button!

You can find all our gear recommendations here:

<http://primalvideo.com/Smartphone-Gear>