

SMART PHONE FILMING CHEAT SHEET

Duke

FIND A QUIET, WELL-LIT FILMING LOCATION



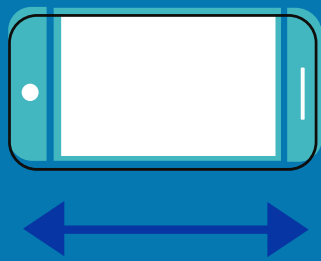
- Find a pleasant, neutral backdrop like a home office or book shelf.
- For filming inside, face a window (with indirect sunlight) or light source so light appears pleasant with gentle shadows.
- Avoid sitting with your back against the window because it will create a dark silhouette.

STABILIZE YOUR PHONE FOR FILMING

- Lean your phone against something stable and sturdy like a computer monitor or stack of books.
- Position your camera at eye-level.



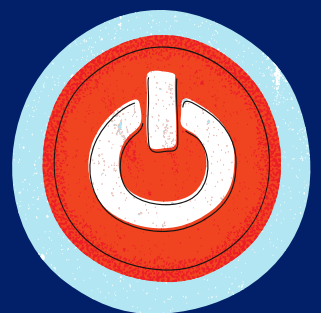
POSITION YOUR PHONE



- Filming in the horizontal/landscape position will ensure the recorded video fills the screen; this is preferable for a video that will be posted on a web page or YouTube.

RECORD THE VIDEO

- Check camera settings to ensure your phone is set to film in 1080p HD or 4K at 24 or 30 frames per second.
- Bring up your phone's video camera and press record.
- Speak at a natural volume and look towards your device's camera.



DISTRIBUTE THE VIDEO

- After the recording is complete, send the video file to the appropriate parties via email, text or Duke Box app.



COMMON QUESTION: WHAT SHOULD I WEAR ON CAMERA?

- Bright, jewel-tones look best.
- Avoid prints and patterns, which can be distracting.

