



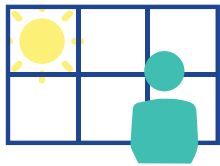
A Guide to Video Messages

HOW TO: SHOOT GREAT VIDEO ON YOUR SMARTPHONE



Portrait vs. landscape

Both are fine — but go vertical if filming yourself or another individual; horizontal if shooting groups or wider scenes. Either way, try using two hands for steadier footage.



Beware of back lighting

Avoid having windows and other bright light sources behind you or your subject. If unavoidable, lock your exposure (see below).



Zoom with your feet

Avoid using digital zoom whenever possible as your image quality can suffer. Instead, try to physically move closer to your subject matter.



Lock focus and exposure

Choose your focal point and hold a finger down to enable “AE/AF Lock” mode — especially in high-contrast scenes or when there’s movement in the background.



But the simplest, most effective way to take better photos and video?

Wipe your lens before you start!



Brevity is best!

Try and keep your videos short and to the point.



What about webcams?

If recording yourself on a webcam, raise the lens closer to eye level.