PRIMAL VIDEO

12 STEPS TO FILMING AMAZING VIDEOS with ANDROID

BEFORE YOU START...

You can check out the video version of this guide here:
https://primalvideo.com/complete-guide-filming-content-videos-android/

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'd using for certain steps to take your results from great to AMAZING.

Of course, none of this is absolutely required, so by all means go ahead and get started without it. 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**.

Before we jump into the process let's start off by running through a list of this equipment...

RECOMMENDED EQUIPMENT

1 Tripod & Smartphone Holder
A small tripod and mount to hold your iPhone while you film.

2 Lavalier 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!

PRIMALVIDEO.COM

STEP 1 Prepare Content for Filming.

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

STEP 2 Select a Suitable Location.

Choose a backdrop you like, remembering to AVOID:
- too much background noise;
- bright lights or the sun facing the camera;
- an overly dark scene without sufficient ambient light;
- overly active or "busy" shots, which may distract viewers.

STEP 3 Prepare the Phone Mount.

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

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.

- **No Tripod? No worries!** You can stack books, use a stool, or prop the phone against other items you have handy to set the appropriate height and position the phone.

STEP 4 — Switch on Flight Mode.

Switch on Flight Mode to prevent any calls or interruptions while filming. The location of this setting differs for each device, but you can generally find it under:

Settings > Select 'Flight Mode' (or 'Airplane Mode').

STEP 5 — Mount Your Phone.

Secure your phone **horizontally** either in the Smartphone holder attached to the tripod (if you have one) or on your makeshift camera mount.

Make sure the screen is facing towards you. You'll be using the front-facing camera.

As per Step 3, the camera lens should be just below eye level when you're in position to film.

STEP 6 — Clean the Camera Lens.

Clean the Camera Lens on the front of your phone to remove any fingerprints or smudges, preferably with a microfibre cloth.

STEP 7 — Wire up your Microphone (optional).

Optional: For those with a Lavalier Microphone.
Wire up your Microphone by plugging it into your phone, and either:

a) clipping it to your clothing, just above your chest; or
b) following the instructions in this video to hide the Microphone and still get great audio:
   https://primalvideo.com/how-to-mount-and-hide-lavalier-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.

STEP 8 — Configure your Phone for Recording.

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

i. **Make sure there's enough free storage space.**
   The amount of storage space required will vary, but you should try to allow around 1.3GB per 10mins of footage. While it differs for most devices, you can generally check the available space under:

   Settings > Navigate to 'Storage'.

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

ii. **Open the Camera App and switch to 'Front-facing Camera'** (aka: Selfie mode!)

iii. **Check video quality settings.**

   Make sure the video size is set to 1920x1080p if available, otherwise as close as possible to this.

   Note: Some devices support higher than 1080p resolutions. It's not really necessary to go this high for most videos (you'll just burn through your phone storage!), but it's up to you to decide what's best for you!

STEP 9 — Frame the Shot and Set Lighting.

To setup the shot:

i. **Make sure your phone is horizontal, and the shot is level.**
   Use a horizontal line or the horizon within your shot, or pick a vertical line as a point of reference, and make sure it's as close to parallel with the frame as possible.

ii. **Position yourself in the shot, slightly off center.**
   You should be looking across the phone and straight into the camera lens (generally above the screen when the phone is in portrait mode.)

iii. **Setup the lighting.**
   If the lighting is unbalanced and you're noticing harsh shadows in the shot, position a desk lamp or other light source so it brightens up the darker ares to create a more even light.

STEP 10 — Set Exposure to Manual.

Most phone camera's will auto-adjust exposure settings while filming whenever lighting changes or 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 setup) 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**').

The location (and name) of the Manual Exposure setting differs for most devices - and some don't even have it in their default Camera app at all...

You'll generally find it under your Camera settings, or in the on-screen camera options.

Note: If your device doesn't have the setting, check out the free **Open Camera App** from the Google Play Store:
https://play.google.com/store/apps/details?id=net.sourceforge.opencamera&hl=en

STEP 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.

• **Hint:** If you have a Microphone plugged in you will have to remove it to hear playback.

and now comes the fun part...

STEP **12** Record your Video!

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

i. **Re-confirm that 'Auto-Exposure Lock' is still on.**
Yep, it sometimes switches itself back off again after completing a video...
Repeat Step 10!

ii. **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.

iii. **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!

iv. **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.

v. **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.

vi. **When Finishing:**
**Make sure to wait at least 3 seconds after you finish speaking before hit-
ting the 'Stop' button.**
Don't let the last thing your viewers see be you reaching for the stop button!