

# Easy tips for better video

## Prepare your phone

### 1 Use your phones camera app not social media

Use your phones camera app rather than filming through social media apps. This will retain the wonderful high quality your phones camera can produce!

### 2 Video Settings

If your phone allows set the video resolution (normally found in the camera settings) to 4k 30fps (frames per second). We edit in high definition (1080p x 1920p) so if you film in 4k (3840p x 2180p) this will mean we can zoom into a clip with no loss of quality.

#### **PLEASE NOTE:**

*A minute of footage at 4k 30fps will be 170MB so make sure you have plenty of spare memory on your phone, a minimum of 10GB if you are planning to take some footage of all parts of the day.*

### 3 Battery Life

Make sure your phone is fully charged and have a charger handy so you can give it a boost at various points of the day.

### 4 Clean the lens with a soft cloth, or your sleeve!

## Simple video filming techniques

### 5 B-roll footage

B-roll is the extra footage which helps to enrich the story and aides the smooth flow when editing between clips.

For example, if you are taking a video of guests at a table, take a close-up video of a glass of wine being poured or of a floral display on the table. Also take some footage of the outside of the venue and a pan shot of your location at various points (see below). These can then be cut into the video when editing.

If there is a central focus like the ceremony or a speech, turn round a take 5 or so seconds of the audience or guests facing the subject when they are clapping or just watching and listening.

### 6 The pan shot

The pan shot is when the camera moves from one side of a scene to the next.

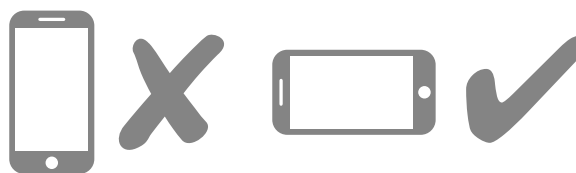
At various stages of the event and when in different locations take a pan shot. Start by holding your phone at the beginning of the pan for 5 seconds or so then very slowly pan to the end of the scene but continue filming at the end of the scene for 5 seconds or so also.

### 7 No need for big long clips

VidSnap aims to deliver a fun video showing all sections of your event. A full speech is not something we would add to the final creative edit so there is no need to film for long periods; but we may add the beginning so film that to capture the essence of the moment. A first dance, however, would be something we would add in full if we have the footage!

### 8 ...AND REMEMBER!

#### Film in landscape (horizontal)



[www.VidSnap.uk](http://www.VidSnap.uk)

For VidSnap Terms & Conditions and Privacy Policy please go to:

[www.VidSnap.uk/terms](http://www.VidSnap.uk/terms) [www.VidSnap.uk/privacy](http://www.VidSnap.uk/privacy)

© VidSnap