

Top Tips: Filming with your phone

Landscape

For videos for your GoFundMe page or Facebook, make sure you're filming in landscape, not portrait format – just turn your phone on its side when you record your video.

The exception is if your video is a short clip for Snapchat or Instagram Stories – for those, you should film in portrait.

Framing

This might sound obvious, but always completely fill the frame with your subject. Don't waste your frame with a lot of empty space. Move the camera until the specific thing you're capturing fills the entire frame.

Zoom

Digital zooming isn't good. It just reduces the quality of your video. If you want to zoom, move the camera instead.

Lighting

If the lighting in your video isn't very good, ask a friend to use the torch on their phone to shine from one side of the camera. Experiment until the frame is well lit and everything looks good.

Backlighting

Avoid backlighting whatever you're filming. You'll just end up with a bright background and no details (imagine a person's silhouette against the sun – you can't see their face).