



— FIELD GUIDE —

# SHOOTING PHOTOS & VIDEOS

As you're visiting project sites, this guide will help you to take the best photos and video to help with our website, case studies, social media and sales.

## FRAMING



✓ **Do:**

- Hold the phone horizontally
- Use the back camera
- Record for at least 10 seconds
- Hold the phone on the edges so your fingers don't show up in the image
- Get a case for your phone so it's easier to hold

✗ **Don't:**

- Hold the phone vertically
- Use the selfie camera
- Block the internal microphone or hit it while recording—the mic picks up the noise of your hand moving
- Put distracting objects in your frame—reflections, anything that blocks part of the shot, a person who doesn't belong in the shot, anything that draws your eye away from the main focus, etc.

## FOCUSING



The camera will autofocus to what it thinks is the focus, normally what's in the middle of the screen or a face.

✓ **Do:**

- Tap once on the object you want in focus on your screen; the phone will zone in on it
- Reset your focus every time you change your framing

✗ **Don't:**

- Assume the camera chose the right thing to have in focus

## ZOOMING



✓ **Do:**

- Move physically closer to your subject when trying to get a closer shot
- Get a variety of shots—far away, close up, somewhere in the middle, stand still, or move around your subject

✗ **Don't:**

- Zoom in using the phone itself unless it is impossible to physically move closer
- Zoom in all the way when shooting video, it will be too shaky to use

## LIGHTING



Your phone will automatically adjust to how bright it is.

### ✓ Do:

- Adjust the brightness manually, if needed: hold down on the screen until the AE/AF lock appears
  - On an iPhone, you can then slide up and down on the screen until the brightness looks correct
  - For Android, it will then show a light bulb at the bottom of the screen that you can slide left and right to adjust the brightness
- Keep your subject bathed in light as much as possible
- Avoid shadows
- Keep the sun/light source above you or behind your back as you shoot
- Face your interviewee so the sun is lighting their entire face

### ✗ Don't:

- Point the camera directly at the sun
- Put an object in front of the sun so it is silhouetted
- Don't put an indoor object in front of a window so it is silhouetted
- Have shadows anywhere on your interviewee—rotate them or move to a new spot where there isn't a shadow on their face
- Use the flash unless absolutely necessary

## INTERVIEWS — AUDIO



Listen to the audio with headphones/earbuds after recording it to make sure you can hear them.

### ✓ Audio Do's:

#### ***With external microphone***

- Use a wired microphone in interviews as much as possible
- Have your interviewee weave the microphone under their shirt and clip it to their collar. This hides the wire and gives a polished look

#### ***With internal phone microphone***

- Move to a quiet place
- Stay close to your interview subject
- Ask them to speak loudly and clearly

### ✗ Audio Don'ts:

- Talk while shooting video
- Walk away without checking that the interview actually recorded with sound
- Wrap the microphone cord tightly around anything. It will break

## INTERVIEWS — VIDEO



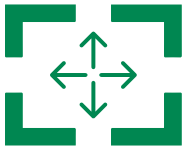
### ✓ Video Do's:

- Keep their entire head and shoulders in the shot
- Stand at their eye level
- Start over if they mess up
- Put them in the middle of the frame or slightly to one side

### ✗ Video Don'ts:

- Stand them in front of a window
- Cut them off at the bottom of the frame at an awkward break point on their body, like their neck, elbows, wrists, etc.
- Put them too far to one side of the frame
- Have them too far away from you

## CAMERA MOVEMENT



### ✓ Do:

- When moving the camera as if you're taking a panoramic shot, plan a starting and stopping point on the scenery. We cannot make an edit in the middle of the movement
- Dig your elbows into your sides to make a mini tripod to stabilize your shot
- Move slowly and turn your whole body
- Keep your movement short
- Use a selfie stick if you have one

### ✗ Don't:

- Move so quickly your audience gets sick
- Just move your arms
- Hold the phone with your arms outstretched in front of you, it will be shaky

## ALWAYS



- Take a test shot to make sure everything looks and sounds good
- Check your shot afterward to make sure it's to your liking
- Practice—shoot something more than once if you don't love it
- Put your phone in airplane mode so nothing interrupts your shot. The phone will pick up the noise of your phone vibrating or ringing
- Send us whatever you shoot and we can decide if we use it or not—we will happily take a look at ANYTHING you shoot

## NEVER



- Be nervous! Just have fun with it. 😊