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**Video Guide**

It doesn’t matter what device you are filming on, there are many ways to make your video look good even if it is filmed on an old phone. Here are some basic tips on how to make your video look its best.

**Horizontal vs Portrait**

Make sure that once you press record on your device, especially a phone, you film horizontally. Doing so will make your video look much better as it will cover the entire screen making your video look a lot more professional.

**Lighting**

When filming try to always face a light source, such as a window if you’re indoors or the sun if you’re outdoors. Doing so will ensure that the subject (aka you) will be fully visible and the quality of the video will be better. If you film with your back to the light source, you might end up looking like a dark silhouette.

**Volume**

Avoid busy, loud places especially when filming on a device with a built in microphone such as in your phone as this will pick up every sound around you and might even pull your audience away from what you’re saying. When looking for a place to film, find a quiet room (preferably without an echo) or an area outside (if it’s not windy) and speak clearly and loud enough.

**Background**

This is similar to the point made about sound or noise in the background. Try to find a quiet place where the background won’t distract your audience from what you are saying. A simple white wall will do the trick. The less is happening behind you the better.

**Angle**

Avoid filming from below. It’s best to always film from above as it makes your subject look a lot more appealing.

 **Last Tip**

This goes without saying, but always make sure that before you start to film, the lens of your camera/phone is clean.

**Length**

Bear in mind that people usually stop watching videos in general if they are longer than 2 minutes and that some social media platforms such as Instagram only allow videos of up to 1 minute.

**Potential Accessories**

Tripod – keeps your camera/phone stable, improving the quality of your video.

USB Mics – improves the audio on your smart phone, making your voice clearer and louder.

Ring Light – useful for getting the best light quality which in turn will improve the quality of your video.