Multimedia Best Practices
For Filming on Mobile Devices

- Be sure to record a **horizontal** video.
- Choose a simple, clean location with a background that is not cluttered. Try to create some separation between yourself and the background. Do not record yourself up against a wall.
- Try to record in a location that has a lot of natural light (i.e., near a window or a controllable light source in your home)
  - Refrain from mixing light sources, if you can. If you are using a window as your main light source, turn off lamps or overhead lighting. Mixing light sources can lead to an overall discoloration of your shot.
  - Try to place your light source (for instance, a window or lamp) at a 45 degree angle to your subject.
  - Avoid backlighting. Do not place your light source directly behind you when filming. Lights should always be in front or to the side of your subject.
  - Create distance between you and your lighting source to soften your composition.
- Clean your lens to ensure a sharp picture, especially cell phone lenses which are often covered in fingerprints, etc.
- Frame yourself in the center of your screen. Refrain from positioning your phone or laptop too low or too high.
- Avoid extreme close ups or wide shots. Position yourself approximately two feet from your recording device.
- Maintain eye contact with your lens. Your lens should be positioned in a manner that you do not have to look up or down while recording.
- Select a quiet place to record, considering the acoustics of your location. Refrain from recording in large rooms with tile/hardwood floors as this can create an echo in your audio. If you plan to film in an area that is not carpeted, place a towel or throw rug underneath of you to help absorb some of the sound as you’re speaking.
- If no auxiliary mic is available, sit close enough to your device to ensure clear audio capture (approximately 2 feet away).
- If you own an iPhone, or a newer smartphone, it is recommended to use this device for filming. Most computer webcams do not record at the same resolution that today’s smartphones are capable of.
- Be concise and clear in your messaging. For congratulatory messages, a 1-2 minute video duration is recommended. Prepare your message with a maximum of three main talking points you wish to convey. Think them through. Put yourself in your audience’s shoes. What would you want to hear? Be candid and genuine in your message.
  - If possible, refrain from reading your remarks on camera as this will dilute the authenticity of your finished video.
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● Bonus: If available/applicable, incorporate still photography into your video to diversify your narrative. Allow photos to display on screen for 5-7 seconds at a time. Consider adding subtle dissolves between images to soften the transition from photograph to photograph.