

VIDEO MANUAL

ELSA INTERNATIONAL
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The European Law Students' Association

GENERAL INFORMATION

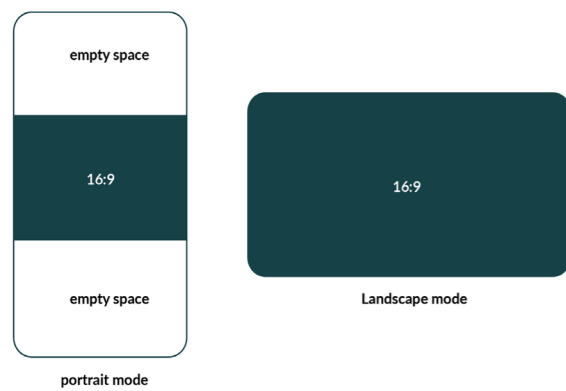
This manual is to give some instructions and guide the National and Local Groups which are eager to record their own videos and create visuals with only using smartphones.

Recording videos with smartphones can be so easy and effortless with a few key tips and tricks, and of course practice! Although some of the tips might seem obvious, following all of them should result in amazing video every time.

LANDSCAPE

The very first thing about recording videos (if they are not for Instagram or Facebook stories) is to record them in landscape mode (horizontal) instead of portrait mode (vertical).

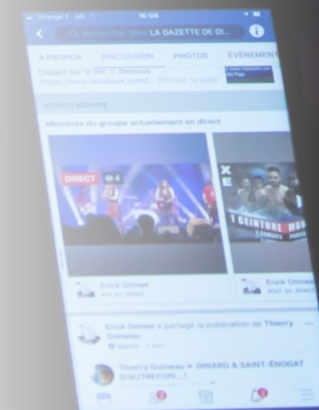
Recording videos in landscape will not only prevent you from having two black blocks on the sides, but it will make it more aesthetically pleasing and easy to watch on a widescreen.



STABILISING THE SMARTPHONE

Even if you have steady hands, using a tripod to stabilise your footage is essential in creating a professional video. Most cameras can be used with basic tripods and there are adapter clips for smartphones that can work with these tripods too.

If you do not have a tripod to stabilise your smartphone, try using a selfie stick which will give a similar effect. But keep in mind that, having a tripod also means that you can use your both hands!



LIGHTING

Using flashlight from your camera can give an 80s effect to a video. If you do not have sources to build up a lighting kit in front of your camera, the most useful lighting source you can use for free is: Sunlight!

Facing the natural light when you are recording will give you the best results. Never have the window behind you or else you'll be left with a silhouette.

EXPOSURE AND FOCUS

Smartphones are great at detecting and adjusting exposure but whilst recording videos you might face issues if you leave all the work to your smartphone.

In order to prevent over-exposure and being out-of-focus, you can manually lock the desired level of exposure by tapping on the subject on your screen.

AUDIO

Bad sound quality has the power to ruin your efforts. Smartphones are not designed with good quality microphones and they tend to pick up any sound coming from the background instead of focusing on your voice only. However by taking few necessary steps to increase to quality will eliminate the need to carry a sound studio with you.

In order to have the best quality of audio and to reduce interfering sounds, the easiest thing you can do is to pay attention to the environment where you are recording. Secondly, put your mute your smartphone to not get interrupted by your notifications. Third and foremost, consider investing in a portable microphone.

LOOK YOUR BEST

After making sure that your camera lens is clean, the last thing you have left to do is to get in front of the camera and start recording. Do not forget, being confident is the key!



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