



Ocular Innovations iPhone filming guidelines

This document has four parts:

1. Equipment you will need for best results
2. Filming Tips
3. Post recording requirements.
4. Camera framing dos

1. Equipment Recommendations:

Most recent higher end cell phones and tablets are capable of recording in 4K. If you would like you could also use a digital SLR to do the video recording. We strongly recommend 4K recording as it will provide the best image and allow for cropping while retaining resolution. Please be aware, the rear facing camera is the camera with the highest resolution and highest quality lens.

We recommend these products that you can purchase on Amazon.com

Microphone:

https://www.amazon.com/gp/product/B01AG56HYQ/ref=ppx_yo_dt_b_asin_title_o01_s00?ie=UTF8&psc=1

Apple Microphone Adaptor: (be sure to select the the appropriate adapter for your device)

https://www.amazon.com/gp/product/B01LXJFMGF/ref=ppx_yo_dt_b_asin_title_o01_s00?ie=UTF8&psc=1

Tripod with ring light and tablet/Cell Phone Holder:

https://www.amazon.com/gp/product/B07QWVVLBH/ref=ppx_yo_dt_b_asin_title_o01_s01?ie=UTF8&psc=1

2. Filming Tips

1. If using a teleprompter place it as close to the camera as possible so the eyes of the subject are looking as close to into the camera as possible.
2. **CRITICALLY IMPORTANT: Film horizontally and not vertically!!!!**
3. **Audio:** Clip the microphone close to the top button on the shirt or in the high chest area.

4. Make sure the doctor stands up when recording as sitting down can look too “slumped” or show lack of energy.
5. Please follow the script provided. You are welcome to make minor changes to fit your practice and brand but adding more to the script will lose the power of short, impactful messaging.

3. Uploading the video files after recording:

1. There are many great free services available such as wetransfer.com.
2. You can use our Google Drive link to upload the video file to us. You'll want to notify our office when you've uploaded the file so we can verify the transfer completed properly. Here is our Google Drive link:
https://drive.google.com/drive/folders/1RdqcaYJzhOju_Zl5h5jzphL2gpD1v-WT?usp=sharing

4. Camera framing tips:

Framing your camera is very important in creating a pleasant experience for the viewer. While every aspect is important, having a shot that is out of focus, improperly framed, or set up in a bad location can ruin the entire message. Below we have listed a few tips and images to show do's and don'ts.

Properly framed shot:

This shot is framed with the subject's face/eyes in the top third of the frame. Also notice that the location has some visual interest in the background to create some depth. Note the placement of the tree in order to make sure it is not “growing out of the subject's head”. If this type of location is chosen, please make sure it is quiet, so the recording only picks up the subject.



If you have any other concerns or questions about filming, please contact Frank Gamble with Ocular Innovations - frankg@ocularinnovationsinc.com