



Mobile Device Filming Guidelines

This document has four parts:

1. Equipment for best results
2. Filming Tips
3. Post-recording requirements
4. Camera framing dos and don'ts

1: Equipment mailed to you:

- [Lapel Microphone](#)
- [Light/Tripod/Phone Holder Combo](#)

Teleprompter:

We also recommend a teleprompter to help deliver your message with accuracy and professionalism. We recommend the one below, it runs when you are recording to either your iPhone or iPad. It works well and can be found in the App Store. Search for Teleprompter, there is a version that is free of charge and a paid version that is \$14.99.



2: Filming Tips

- Please use a newer cell phone, tablet, or digital SLR camera to do the recordings.
- Record using a high resolution, we recommend 4K 30 frames per second (fps) as the ideal. If not, 1920 x 1080 is acceptable.
- Use the provided tripod to keep the camera steady.
- When recording, stand approximately 6 feet away with the camera tripod height positioned at eye level.
- **CRITICALLY IMPORTANT: Film horizontally and not vertically!**
- Follow framing guidelines illustrated below.
- **Audio:** Will be picked up from the microphone on the tripod.
- Make sure the subject stands up when recording as sitting down can look too “slumped” or show lack of energy.
- We highly recommend using the teleprompter app (see above). This will facilitate a steady flow of dialogue and provide a more professional, accurate delivery.
- **Lighting:** Ensure the light is on to help the subject stand out from the background.
- Be sure the lighting on the subject is equal to or greater than the light behind the subject, i.e., don't film in front of a window. Turn the shot so that the light is on the subject's face rather than behind them.



- **Clothing:** As a general rule, solid and rich colors look best on video and film. Try and avoid wearing bright white clothing or extreme patterns, which can dominate the screen.

3: Uploading the video files after recording:

When you have completed filming, please email CaitlynP@EngageTG.com or your Account Manager the link(s) to the video(s).

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. If this type of location is chosen, please make sure it is quiet, so the recording only picks up the subject.

Too much headroom:

This is a common mistake thinking that the subject's face needs to be in the middle of the frame. Avoid this without going too far and cutting the top of the head off.





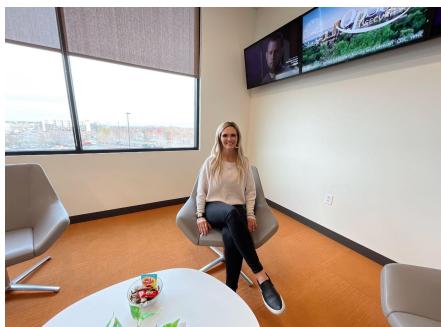
Not enough headroom:

Avoid this for obvious reasons.



Too wide:

This shot is too wide, it makes the shot seem impersonal and distant to the viewer. Moreover, it adds more to look at visually which can distract the viewer.



Too Tight:

Having a shot too tight should also be avoided. There are times when a tight shot works well but please do not do this when recording.





Up against a wall:

Always create separation between your subject and the background to create depth of field. A large lobby is a much better position than in an office against a wall.



Against a window background:

Having a window in the background causes the camera to either “blowout” being too bright or dim, this will make the subject appear dark. Also, activity outside the window can be a distraction that will negatively impact the message.



We look forward to seeing the final product!

-Engage Technologies Team