

# Easy guide to video making

This guide is intended to provide our community and members with practical tips for taking the best images with the simplest equipment:

**a smartphone!**





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## You don't need any professional equipment.

Taking a great photo or recording a decent video can be a hard process. But thanks to our mobile devices, today we can take high quality images from the same device that we use to make calls. Taking your own images it's not as hard as you might think, if your heart and mind are the true lens of the camera.

## You are invited to send your photos and raw footage. Help more people understand how the Internet can change lives.

We are pleased to edit your material to create videos, articles and news on social media. We are working to share your stories in the best way. This will help tremendously in spreading the word and raising the visibility of projects that are changing people's lives.

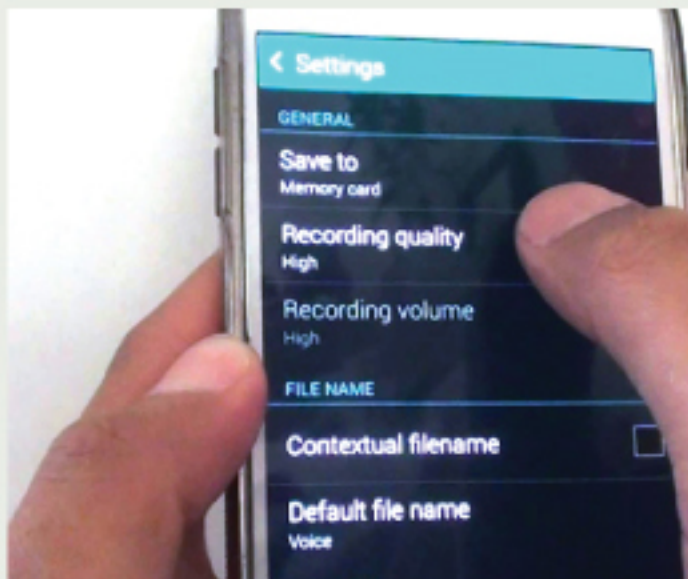




## How to shoot high quality video

By default, phone cameras are not set to shoot in high-quality mode. Go into your camera settings and make sure you are shooting at maximum resolution, and the image quality is set to the highest setting.

Keep in mind that your footage may be used in the future with 16:9 widescreen aspect ratio. YouTube videos are usually made in Internet format 1280x720 or 1920x1080.





## Landscape mode only

Videos, unlike photos, are almost universally presented horizontally. Nothing ruins your footage like having two black vertical bars along both sides of your video.

To avoid this mistake: **never hold your phone vertically while recording.** Make sure to use landscape orientation and not portrait orientation.



## Focus on one subject

Be sure to tap the screen to focus the camera on your subject, it will ensure the subject is clear and the lighting is good. Try to keep your backgrounds as simple as possible, even if it means asking your subjects to move a few steps.





## Framing a speaking person

When shooting an interview, it's better to frame your subject with a wide to medium shot, giving some "head room" (the space between the head and the top of the frame) and ending the lower part of the shot around their mid-section. This will allow the audience to see the subject's facial expressions and body language.

For best results, place the camera at the same level as the interviewed, to avoid them appearing to be looking up or down at someone.



Interviews are often the backbone of your video. When your goal is to provide relevant information to your audience, the most effective way is to interview someone about that information.





## Stable footage is key to good footage

Avoid shaky footage by using a stabilizer.

If you're a no-budget filmmaker, there are plenty of DIY ways to stabilize your camera without buying a tripod. Use your imagination.



## Avoid zoom in

When you are taking a photo from a distance, don't be tempted to zoom in on your subject. Many smartphone cameras offer a digital zoom function, but it's better to avoid it. Zoomed photos may appear blurry or pixelated.

Get closer to your subject to catch the image quality you desire.



## Avoid flash mode

Smartphones are equipped with LED lights that are too bright and can easily alter the color temperature of your photo or video recording. Instead of using flash, take advantage of the sources of natural light you can find.

Plan the shooting in advance to catch the golden hours and chose a well-lighted place





## Recording good audio

The audio matters as much as the video.

Here are some quick tips to get the best from your recording:

- Get close to the source – find out where your built-in microphone is and keep it as close as possible to the speaking person
- Chose a quiet place - avoid loud places and ask people to be quiet
- Use Airplane Mode - avoid text messages noisily arriving and messing up your recording



There are two basic ways to use your phone as a recorder:

1. Using your phone's built-in microphone
2. Using an external microphone plugged in through the headset port



In both cases do some testing before recording, and avoid holding the microphone with your hands. Place your device on a steady surface about 30 to 50 centimeters away from the speaking person. Also, keep it away from the mouth to avoid sound distortion.



## Internet Society logo

The Internet Society's logo represents our global, connected community. It is designed for maximum standout and should always be used following the identity guidelines.

Unless you are a professional video maker **you don't need to add any logo** or any graphics to your material. Just send us the raw footage.

## File formats

The most popular video format are:

**AVI** (Audio Video Interleave)

**WMV** (Windows Media Video)

**MOV** (Apple QuickTime Movie)

**MP4** (Moving Pictures Expert Group 4)



Please note 60 minutes of video can take up almost 12GB of hard disk space, so be sure to have enough storage space.



## Uploading and sending files

You can use web sharing services to upload and send us your videos and photos, they allow large files to be sent securely. You can sign up for a free account to share your files. Here's a list of the most popular ones:

- Wetransfer
- Dropbox
- Google drive
- Zippyshare
- Uploaded





## Credits and people's names

We need you to assign names to the people in your photos and videos, so we can create accurate captions and subtitles. Please name the photographers, and the name and project role of every person in your images. Send us the information together with your images files.

Left to right:

Wilson Abigaba (Uganda Chapter), Paul Kiguba (Emmanuel Kazo College), Irene Nakasiita (Uganda Red Cross), Lawrence Lutaya (Uganda Red Cross), Susanne Zetterblom (Volunteer on project Chapter), Lillian Nalwoga (Uganda Chapter), Anatolle Kirigwajjo (Makerere University), Musoke Henry (Uganda Red Cross), John Baptist Mugunga (St. Anthony SSS Masaka), Erias Ssendege (Uganda Red Cross).





## When you need a Photo Consent Form

Photography consent forms are used to secure permission to publish images of people, including children. You should have a Photo Consent Form available whenever you're snapping someone's picture or shooting a video.

[Download the Photo Consent Form here.](#)

Always make sure that all the information is easy to read, especially when it's handwritten. Print multiple copies if you are using paper. Sign and send the document together with your images files.





Don't miss the chance to show how you are making a difference in people's lives through the Internet of Opportunity. We are longing to receive your videos...

# Thank you.

**Examples of videos made with footage of Internet Society's Chapters projects:**

[Radio MENQ - The Internet station for the blind of Armenia](#)

[A new vision for the physically challenged of Sri Lanka](#)

[Planting the seeds of The Internet of Things in Africa](#)

[Primera Biblioteca Digital para Ciegos de Habla Hispana](#)

[e-Daara de Thieyetou - Internet au cœur du village](#)

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Founded by Internet pioneers, the Internet Society (ISOC) is a non-profit organization dedicated to ensuring the open development, evolution, and use of the Internet.

Working through a global community of chapters and members, the Internet Society collaborates with a broad range of groups to promote the technologies that keep the Internet safe and secure, and advocates for policies that enable universal access.

The Internet Society is also the organizational home of the Internet Engineering Task Force (IETF).

Learn more [internetsociety.org](https://internetsociety.org)