

Video and Photography Hack Sheet

Before the Trip

- ❑ **Step 1:** Check out this article explaining smartphone camera quality <https://www.androidpit.com/smartphone-cameras-explained> (from an Android source but applicable to all phones)
- ❑ **Step 2:** Learn the filming/photography capabilities of your smartphone (Google you phone model name along with the word “specs”)
- ❑ **Step 3:** Know how your phone stores photos/videos (Directly on your phone HD? On an Micro SD inside your phone? To a cloud?). Then find out how much storage you have.
- ❑ **Step 4:** If needed, learn how to change how your phone stores photos/videos or how to transfer your media to an external source (*TIP: Don't forget that you have unlimited photo storage on your Agnes Google account*)
- ❑ **Step 5:** Look at what others have done...travel videos and stills
- ❑ **Step 6:** Have fun practicing filming, taking photos, etc!
- ❑ **Step 7:** Know the weather conditions of where you're traveling and learn how to handle your phone in extreme weather conditions (Extremely Hot -- <http://time.com/5319693/phone-smartphone-heat-hot/> Extremely Cold -- <http://time.com/5084043/cold-weather-protect-phone/>)
- ❑ **Extra:** Consider buying a selfie stick for camera stabilization (Dollar General, Amazon, etc. sell 'em cheap)

Right Before You Capture a Moment, Ask Yourself...

- ❑ Is it ethical to take a photo or video of the moment you want to capture (take into account the subject's right to privacy and moments of sacredness)? If no, stop. If yes, go on.
- ❑ Does this footage or photo speak to an important moment or capture, at least partially, the essence of the trip? Remember these photos are for PR.
- ❑ What is the environment like and how will the environment affect your video or photo quality? (this is where you take into account shadows, lighting, potential audio problems -- if applicable -- and make appropriate adjustments)

Capturing the Moment

- ❑ **Step 1:** Shoot horizontally
- ❑ **Step 2:** Get your subject in the center of the frame (Rule of Thirds).
- ❑ *Tip: If you can't see it on the screen, you won't be able to see the final product.*

Video

- ❑ Film in short bursts to ensure you don't run out of space in the middle of shooting.
- ❑ Obtain b-roll footage (footage that can serve as a background for narration, etc.)

Audio

- ❑ Speak with clarity and in close proximity to (not right against) the phone's mic

Photo

- ❑ Have “backup” photos if you're trying to capture movement

Creating the Final Product

- ❑ **Step 1:** Determine what media is vital to telling the PR-friendly story of your trip.
- ❑ **Step 2:** Separate what looks or sounds good/fine from what looks or sounds bad.
- ❑ **Step 3:** Edit good/fine media accordingly.
- ❑ **Step 4:** Consider using royalty-free or copyright-free audio/visual elements to make up for the vital media that didn't turn out so well. (For example, a video of a traditional native dance with poor music audio? Find copyright-free audio copy of the music and place it over the original audio).