

A Video Studio in your Pocket

iPhone or iPad video offers the perfect quick, easy, cost-effective, highly portable video production solution for those on low budgets, working against the clock or out in the field.

Here are my six Top Tips for producing video that looks and sounds professional on social media:

1. Plan. Decide what you want to achieve and how before you set out on your shoot
2. Hold steady. Where possible use a tripod to avoid 'wobblycam' (source: ProAV or Wex Photographic)
3. Be clear. Use an external microphone like the Rode Smartlav+ for crystal clear sound (source: Pro AV)
4. Dedicated apps. I recommend FiLMiC Pro for shooting and iMovie for IOS (Apple) or Kinemaster (Android) for editing
5. Keep it simple. Aim for interviews and cutaways only, at least at first.
6. Get help. You can train yourself with training videos. Google for Epic Guides to FiLMiC Pro and Lynda.com for iMovie.

Or make life easier for yourself by going on a course. I run a comprehensive one day introduction course to smartphone video production. I supply all the equipment and come to you. From £150 per delegate. Please contact me for more details:

John Whyte-Venables MCIPR

Tel: 07990 592594 Email: john@johnwhytevenables.co.uk