

THE 50
PERCENT /

*Guide of good practices
for filming a video*



1. Planning:

Before you start filming, take time to plan your video. Define the theme, the story you want to tell, and the key points you will include. Having a clear structure will make both your recording and our editing much easier.

2. Phone setting - do this before filming

Correct settings are essential for us to receive your footage in the highest quality. Configure these once and keep them for all your recordings.

Resolution and format

- Set your camera to 4K (also written as UHD or 3840×2160). This is the highest quality available and gives us maximum flexibility in editing.
- Make sure you are in 1x mode. Never use digital zoom — it significantly reduces image quality.
- If your phone has Cinematic Mode (iPhone) or a similar portrait/background blur mode, you may use it — it can look very professional.

Battery and storage

- Charge your phone to 100% before filming. 4K video uses battery quickly.
- Make sure you have at least 5 GB of free storage space before you start. 4K video takes up significant space.

3. The right location

- Choose a quiet space with minimal background noise. Indoor locations are generally preferable as they give you more control over sound and light.
- Choose a background that looks clean and is not distracting.

4. Lighting

Lighting is one of the most important factors for a professional-looking video. Follow these rules:

- Never film with a window or lamp directly behind you (backlight). This will make your face appear dark and underexposed. The light source should be in front of you or to the side.
- If using natural light from a window, position yourself facing it.
- Avoid mixing light sources. Artificial light is yellow; daylight is blue.

5. Sound

- Use an external microphone if you have one. The difference in audio quality is significant.
- If you do not have an external microphone, make sure you are not covering the phone's built-in microphone with your hand or a case.
- Close windows and doors to minimise background noise.

6. Camera orientation and position

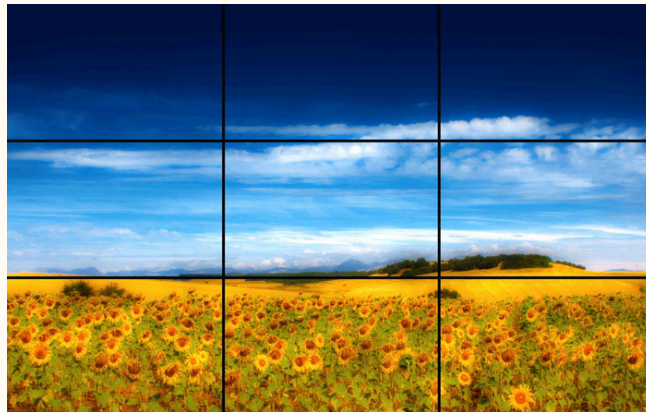
- Always film in horizontal (landscape) orientation. This gives us the most flexibility to adapt the footage for any platform.
- Position the camera at eye level or slightly above.

7. Stabilising your camera

- Use a tripod whenever possible
- If you do not have a tripod, place the phone on a flat, stable surface at eye level or slightly above. Make sure it is secure and will not fall or shift during recording.

8. Framing and composition

- Use the rule of thirds: imagine your screen divided into a 3×3 grid. Place your eyes along the upper horizontal line, and your body near one of the vertical lines rather than dead centre.
- Make sure the subject (you or the person speaking) is in focus.



9. Your delivery on camera

- Do not try to memorise a word-for-word script. Instead, prepare a list of key points and speak naturally.
- Look directly at the camera lens, not at your own image on the screen. This creates eye contact with the viewer.
- Speak in complete sentences. Pause briefly at the end of each sentence or thought. This gives us clean edit points.
- If you make a mistake or stumble on a word, simply pause and repeat the sentence from the beginning.

10. Sending your files

- Send the original raw files directly from your phone.
- Do not send via WhatsApp, Telegram, Instagram, or any social media platform. Send your files using one of the following services: WeTransfer (wetransfer.com), Google Drive, or Dropbox. These preserve the original quality of your file.