

#### Recommendations for video recording with a cell phone

- Hold the cell phone steady;
- Framing: from the belly up;
- Leave one to two fingers of space at the top of the video and at the sides;
- If possible, use the rear camera for better image resolution;
- Record with your cell phone in Airplane Mode to avoid sound interference or interruptions;
- If possible, have someone help you record;
- When in doubt, record more options. The more material you have to edit, the better.

#### DOs and DON'Ts

##### DO

Naturally lit or well-lit locations (light facing the spokesperson);

Neutral background (no logos or branding) or one that doesn't clash with your clothes.  
with your clothes;

A quiet, echo-free location to ensure audio quality;

If possible, use a microphone and tripod.

##### DON'T

Darker environments;

Striped clothing (shirts, jackets, etc);

Record with your back to the light;

Places with a large flow of people;

Record with an unstable cell phone.