

CAMERA MASTERY

FIELD GUIDE

This field guide is your go-to resource for creating high-quality videos using just your smartphone and having the most relevant information at your fingertips. The goal of this field guide is to enhance your video production quality and, covers everything from selecting the right gear to optimizing your settings and best practices for shooting.

GEAR AND SOFTWARE

Camera Choice:

- Your smartphone is the best tool. Models post 2018 will be more than enough quality wise.
- The highest end, brand new Smartphone will have slight quality improvements but are NOT necessary for virality.

ADDITIONAL GEAR (OPTIONAL)

- You can use a professional camera and lenses if you would like but we don't recommend that for beginners starting out!
- You can also use a Gimbal, Tripod or video light as well but it is not required at all. See the "Camera Accessories" video for more details about that.

EDITING SETUP:

- A computer (Apple or Windows post-2018) is recommended for editing. This way the performance will be sufficient.
- Editing on a phone is possible but not preferred. It is far faster and easier to do it on the computer.

COMPUTER SPECS:

Recommended:

- Mac: macOS 11 Big Sur, 8GB memory (16GB for Fusion), Metal or OpenCL 1.2 supported GPU.
- Windows: Windows 10 Creator Update, 16GB memory (32GB for Fusion), OpenCL 1.2 or CUDA 11 supported GPU.

FILMING APP:

- Use the standard default Camera app on your smartphone for the highest quality. It also will make it far easier to transfer footage from phone to computer for editing.

CAMERA SETTINGS

iPhone Settings:

- Go to Settings → Camera.
- Shoot in 4K at 30 FPS (Frames per second).
- Disable HDR and Auto FPS.
- Enable "Lock White Balance".
- Select "Most Compatible" in Formats.
- Turn on Grid and Level in Composition.
- Use "Standard" in Photographic Styles.

CAMERA SETTINGS:

Android Settings:

- Open Camera app → Settings.
- Select video size as 4K. (3840x2160)
- Set frame rate to 30fps.
- Disable HDR video.
- Enable video stabilization and Grid lines.

Note: Settings may vary by phone model on Android. Further research may be required.

BEST SHOOTING PRACTICES:

Positioning and Framing:

- Hold the camera at arm's length for a standard angle.
- Avoid shaky footage; use a tripod if necessary.
- For flattering angles, shoot slightly from above. Shooting down at your face. (Eliminates the Double Chin)
- Follow the rule of thirds: position eyes along the top grid line.
- Ensure the camera lens is clean for clarity.

Lighting:

- Utilize natural light from a window for even, flattering light.
- More light equals better visibility and potentially higher promotion by algorithms.
- Consider a small Ring Light for consistent lighting, especially in low-light conditions. See “Camera Accessories” Video for more detail about this.

CREATING A SHOT LIST:

- Plan and organize the shots you need to capture.
- The shot list should outline the type of shot, The lines that need to be said, and any notes in terms of props or other elements you need to incorporate.
- Use any method for listing: Notes app, Paper.
- You can also download the free Shot List Template to organize your footage.
- You can also draw out a storyboard if you work better that way. But this is a personal preference.

GETTING READY TO SHOOT:

- Prepare and relax. Remember, confidence on camera comes with practice.
- Refer to The Confidence On Camera bonus module for tips on overcoming camera anxiety.

HAVE FUN!!

- This is supposed to be fun and an enjoyable process so have fun with it!
- If it doesn't turn out how you want it, don't worry! This is all a learning experience and you can always try again. Rome wasn't built in a day!