
HOW TO MAKE IT PERFECT

Video Guide

RECORDING A HIGH-QUALITY VIDEO WITH YOUR
SMARTPHONE FOR THE VIDEO CHALLENGE

1 Preparation: Battery and memory

1. Fully charge your smartphone.
2. Check whether there is enough storage space.
3. Clean the camera lens with a microfiber cloth.

2 Optimize image quality

1. Select a resolution of at least 1080p. If available 4K is better.

3 Stability

1. Use a tripod or a stable base.
2. Alternatively: hold the cell phone steady with both hands, elbows resting on your body.

4 Lighting conditions

1. If possible, choose a location with plenty of natural light (e.g. by a window).
2. Always place artificial light sources in front of you.
3. An additional light source (e.g. softbox or ring light) is recommended for indoor shots.

5 Sound quality

1. If possible, use an external microphone (e.g. lavalier or directional microphone).
2. Alternatively: choose a quiet environment and speak close to the microphone.

6 Alignment

1. Use the landscape format (suitable for YouTube and presentations)

7 Background and image section

1. Make sure you have a calm, tidy background.
2. Position your eyes on the upper line of the "golden section".
3. Your head should be completely in the picture.

8 Recording

1. Make a short test clip to check the image and sound.
 2. Activate flight mode to avoid interference.
 3. Do not use a zoom – move closer to the camera instead.
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