

## Video Tips and Techniques Using Your Smartphone and Tablet

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#### Equipment

- Smartphone / tablet
- Tripod / gorilla grip tripod

#### Software / Application

- iMovie
- Adobe Premiere
- Wondershare Filmora

#### Lighting

- Natural lighting (e.g. against the window)
- Studio lighting (e.g. umbrella lighting)
- Ring lighting (e.g. commonly use by Youtubers)

#### Clean Background

- Keep it simple (e.g. clear table)
- Not too much going on in the background

#### Focus

- Make sure it is in focus! (E.g. use autofocus in your camera)

#### Different Angles

- Front / side / top angles for better for editing
- Keep the arrangement at least 2 ft away from the wall for better depth

#### **\*Bonus Tips for Making Better Videos\***

- Plan before you shoot (e.g. title, sequence, flower choices, purpose, holiday features, in house special items)
- Script for your video (e.g. simple form)
- Music for your video (e.g. make sure it's royalty free, meaning no copyright)
- Arrangements (e.g. best to prepare 2 arrangements, one is the finished version, the other is for shooting step by step)
- Duration fo video (e.g. keep your video short and sweet, to the point)
- Special effect for your video (e.g. time lapse to speed up your process)

### **Tips and Tricks to get the best photogenic arrangement possible**

- The camera picks up everything: the good, the bad, and the ugly.
- Pay attention to details, spotting damaged petals, black leaves, and fingerprints on vases before shooting. A quick check and wipe with a clean cloth will help.
- Use the placement of flowers to create dimension. Illusions are needed to help make a 2D photograph to look like 3D.
- Carefully use the colours in your arrangements. Dark colours in groups can read as dark holes.
- Texture can give you different feelings, soft, Woodstock, stone.
- Use your principle elements to help improve your design!

***Enjoy the process of making the video and have fun sharing it!***