

Amplify STEM Video Initiative

Recommendations on How to Record a Great Video from Your Phone

Landscape or Horizontal

Horizontal video is commonly used and fits best for YouTube.

No Social Platform Branding (i.e. TikTok)

Record on your phone/camera and save to your archive (see below) so social platform branding does not appear in your original video. Amplify STEM will not post videos with social platform branding.

Clean Lens

Use your shirt or a glass lens cloth to wipe the camera lens. This will prevent cloudy footage. Be careful not to have anything covering the lens of the camera while you are filming.

Good Angle

Keeping your eyeline level with your phone will recording will create a video that is more engaging for your audience.

Good Lighting

If you can set your phone up on a window sill, you're usually set. If not, make sure the lighting is in front of you. Lights in the background will darken your image and only show a silhouette of you.

Look at your surroundings

What is present in the environment where you are filming? Remember this will be posted to the internet and personal safety is important so remove identifying numbers, family photos, and personal items.

Are you wearing that?

Again, this will be posted to the internet and personal safety is important. Dress according to the message you are sending.

Loud and Clear = Good Audio

Avoid covering the bottom of your phone near the speaker. If you set your phone up on a table, window, etc., talk loudly and clearly. It will be harder to hear the further away you are. Also, what noise is going on around you and will it interfere with your message?



Take a breath and slow down

If you are answering multiple questions or sharing a lot of information, make sure you are taking a breath between answers. This will help you focus and help you not run out of breath. Without taking breaks, this can lead to talking faster and making your voice shakier.

Video files are LARGE

If you run out of storage while recording, your video will end. Make sure you have enough room to store longer videos. If you do not have enough storage, look to [Google Drive](#) or another cloud service (see below) to upload previous videos/images to create room.

[Google Drive](#) has an app for Android and iPhone where you can upload your media and access them on your desktop.

[WeTransfer](#): free plan up to 2GB

[Google photos](#)

[iCloud](#)

[DropBox](#)

MSU OneDrive share: MSU students and employees

MSU Teams Chat: MSU students and employees

Editing is everything!

Online easy editing:

[Capcut.com](#)

[Canva.com](#)

[Vimeo.com](#)

[iMove](#)

[Adobe Rush](#)

Upload your Video to [Kaltura MediaSpace](#)

Tutorial [here](#)