

Ten Tips for smartphone video interviews:

- 1)** Clean lens, put phone in airplane/flight mode. Hold sideways in landscape, don't obstruct lens or microphone with fingers.
- 2)** When interviewing person, shoot close, head and shoulders with the eyeline about 2/3rds from bottom of screen. If not using a microphone, get this close for good audio quality.
- 3)** Ensure you have best soft/diffused light on interviewee's face. Direct interviewee into best position for this. We need to see their eye's clearly. Don't Zoom.
- 4)** Do interview out of the wind and away from other loud noises, eg barista/building site/band/noisy road.
- 5)** Direct your interviewee to either (a) talk straight at the lens presenter style, or (b) engage your eyeline with the camera slightly to the side in interview style. Don't hold the phone below your or their eyeline.
- 6)** Direct interviewee to include your question in their answer, so they give an easy to edit stand-alone statement. Start Qn's with "Tell Me About"
- 7)** Start/stop camera for each question.
- 8)** Do 2 or 3 takes of the same question if you think interviewee can do better. Help them frame answers, be relaxed and enthusiastic.
- 9)** Don't say anything while they're talking, provide silent feedback with facial expressions.
- 10)** Visualise your interview. Get plenty of overlay shots, direct your interviewee to help you get these shots.

Eg have them walk down the street, into the room, through shot, do the actions they were talking about. Make sure they don't talk to you or the camera when doing this if you intend to use these shots to visualize your interviews or voiceovers that you may use when you come to edit.