



**The Amateur's Big  
Book of Shooting  
Video with  
\*\*Almost Anything\*\*  
and  
Making It Look  
Amazing!**

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# The Amateur's Big Book of Shooting Video With Almost Anything and Making It Look Amazing!

## The Perfect Video Does Not Exist. Get Over It and Get Sh\*t Done!

Humans are endowed with the ability to create, innovate and to make extraordinary things happen. We also have the capacity and ability to dream, set goals and execute actions. These processes collectively can transform the world and those who are able to utilize them can actively recognize the ability to perform great things and use it effectively. The other set of people, however, are those who do not recognize the ability they have.

**Yet, there is a third set – *The Perfectionists*.**

Perfectionists are those who understand the outstanding potential they have but fail to have it explored because they have the fear of making mistakes. Perfectionists may be seen as people who aren't pleased with anything that fails to meet high standards. We all know the stereotypical emo-filmmaker that will *just die* if his or her film isn't perfect in every way.

Here's the thing:

**Believing in perfectionism does more harm than good to the progress of an aspiring entrepreneurial filmmaker!**

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In reality, perfection does not really exist. Nothing in this world is in a state of 100% accuracy or flawlessness as every entity in one way or the other requires further improvements. Nothing could be more true than the subjective opinion about filmmaking. We all have to face the reality that we are likely not the next Martin Scorsese, George Lucas, Stanley Kubrick or even Woody Allen – but WHO CARES?

**The impossible-to-achieve “state of perfection” drags great dreams, ideas and businesses down to a perfect grave!**

## THE PROBLEM WITH PERFECTION

Generally speaking, the perfectionists I’ve watched try to start any meaningful project often have trouble with focusing on their priorities. They get obsessed about minor details and go compulsive about things that are meant to be of secondary importance and this manifests itself in other ways – like **fear of being in front of a camera** for instance. When they put too much pressure on themselves about how they look, what people might think about them, the possibility of failure and their expectations of others, all work comes to a halt.

**The belief of perfectionists is: ‘If it is not perfect, it is bad’ and ‘If I can’t get to do it right, I won’t make any attempt towards it.’**

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This hyper-sensitivity leads perfectionists to neglect responsibilities, procrastination via “analysis paralysis” and even isolation from others. A major problem of perfectionists is the fact that they waste useful time waiting for the ‘perfect time’ (which will never come) before they decide to execute their dreams, thereby leading to failed dreams. Perfectionism kills goals, dreams and aspirations which brings poverty and regret in turn. The same thing goes for those who want to get into making videos - for whatever reason at all!

**There is no such thing as the ‘perfect time’! If you really want to make progress in life, avoid being a perfectionist in every possible way you can.**

*If you are you a perfectionist, here are some tips on how to get over it:*

## **FORGIVE YOURSELF FOR YOUR SHORTCOMINGS**

Get it that no one is perfect and no video you make will ever be perfect! Everyone has individual strengths and weaknesses and we will all get our butts kicked from time to time by our critics over them. So what?! In your quest to create great videos you will encounter difficulties and even failure sometimes; that’s not enough to make you look down on yourself or your work. You can always get up when you fall! Also note that you are not expected to know everything and that the art of filmmaking will always be a work in progress; don’t waste your time or energy worrying about what you cannot do but allow your curiosity lead you to learning at a reasonable pace.

Practice makes (near) perfect!

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## BE OPEN TO THE POSSIBILITIES OF CHANGE

Perfectionists usually set high expectations for every minute and a close-to-perfect schedule for the day. This is especially true if you have a rigid production schedule or are on a customer-driven time schedule that may seem a bit unreasonable. If anything changes or goes wrong during a shoot the feelings of failure, irritation, frustration and anger set in and can ruin an entire day and may manifest itself in your work. When you have an open mind towards coming across changes in your schedule, you will remain fluid and capable of making the required adjustments.

To handle the unexpected: have a backup plan, redundant gear and get creative to overcome your obstacles – the VERY BEST filmmakers are DIY for a reason.

## AVOID BEING CONCERNED WITH OTHERS' OPINIONS

Unless someone is supporting you or paying for all of your bills and personally shouldering all of your responsibilities as a human being, their opinions: **don't. mean. squat.** Their opinions do not define you and they shouldn't! If taken too seriously, you may end up feeling depressed. Have the self-assurance that you are doing the best you can already. Your vision, persistence and hard work is what really matters and can be relied on over time.

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## **FOCUS ON YOUR NEEDS**

What do you REALLY need? Is it to be perfect or to have a perfect result? Or is to get something actually done? Perfectionism usually produces the opposite of a timely result because it comes accompanied with uncertainty which then leads to procrastination and, eventually, failure to even get started.

## **BEGIN WITH GRATITUDE**

Gratitude is beneficial to any recovering perfectionist. It creates a change in the way you look at your life (the way you see yourself) and you begin to see all the moments that you have spent on earth as having gotten you to the point where you find yourself right now. By staying focused on the progress you have made up to this point, you increase your chances of drawing positivity to yourself and that will also subtly manifest itself in your business and video quality.

## **DON'T REPLACE RESULTS WITH JUDGEMENT**

Avoid letting the fear of other people's judgment dictate your productivity and work hard towards results that are best for you. Be sure to study the processes of filmmaking in order to learn instead of studying to get a perfect score every time. Perfectionism is self-destructive especially when you are too concerned about how others may see an imperfection. When you have a finished product in the can, focus on what you earned for making it and not the judgment given by others. This is what I like to call learning to focus on earning.

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## PRACTICE COMPASSION

Generally, perfectionists are hard on themselves; even harder than they get on others when they feel they have not met their goals. Anytime you experience feelings of shortcomings or failure to achieve a perfect result, empathize with yourself and get the fact that you are human and mistakes are bound to happen.

Most importantly, don't troll or be unnecessarily critical of others' work – they are trying to grow and achieve just like you. Give them a hand or some friendly advice if you can help. You'll feel better for it and won't be so hard on yourself, too.

Producing video content isn't easy. As soon as you pick up your video camera or fire up your video editor, the demons of doubt will come whispering, “*How dare you?*” “*What's the point?*” “*It won't be perfect!*” “*Why bother?*”

## Why bother creating video content at all?

Perfection is not the goal (perfection is the enemy). If your goal is to **become a video entrepreneur** and actually make money from your craft; for filmmakers, oftentimes “good enough” has extraordinary earning potential!

So, whether you want to make videos for fun or business, in the immortal words of Nike:

## JUST DO IT

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## 7 Ways to Get Professional Quality Video from Your Smartphone

Smartphones with a great camera and the ability to record high definition video are no longer difficult to find – in fact they're everywhere. Professional video content creators are finding that using their mobile phones to shoot video has several major advantages:

- Mobile phones are ubiquitous and we almost always have our phones with us. Quickly and spontaneously capturing video content doesn't require lugging around large video cameras when an unexpected opportunity presents itself.
- Many apps are available for both iOS (Apple) and Android (Google) mobile devices that extend the functionality of the videocamera, provide sophisticated editing and digital effects capabilities, as well as provide a way to immediately upload finished videos for distribution and viewing.
- Perhaps most importantly, as the phones have become more capable, video entrepreneurs are finding that **getting into entrepreneurial filmmaking** is much more affordable, too.

However, while it is good to have a smartphone with an awesome camera, using poor video making technique will probably result in a poor video product. Just because you have a very expensive hammer, with all of the features money can buy, it doesn't guarantee that you will build a magnificent home without practice and **good video technique**.

Remember - your **video does not have to be perfect**.



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**Following these seven tips, shooting great video with your smartphone will be easy and the footage will look fantastic!**

## **#1 – GOOD LIGHTING IS CRITICAL**

Proper lighting has a huge impact on smartphone cameras because they have smaller image sensors and lenses. Try as much as possible to shoot your video in brightly lit areas. This will help avoid unnecessary shadows and grainy areas in your video. Conversely, you also must be careful not to point the camera directly at bright light sources, which will cause unusable overexposed footage and lens flaring. Lighting should be stable and steady; the image sensors in most smartphones do not react to dramatic changes in lighting very quickly. If the light is still making it tough to shoot your video try working with back-lighting and white balance settings if your phone or app provides them. Most phones also offer “touch focusing” in the event your camera is focusing on the wrong area of your composition. After setting the focus on the most important aspect of the video, the automatic exposure control will have an easier time making small adjustments if lighting condition begins to change.

## **#2 – STAY STEADY**

If you don't want your video footage to come out distorted, blurred, or affected by “rolling shutter” the best thing to do is to keep your phone steady while recording. Use both hands to hold your smartphone as close as possible to your body as you record the video. This can be a bit fatiguing in long takes or sequences and there are others ways to support the phone:

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- Stabilizers, tripods and camera **cages** allow you to keep your smartphone or mobile device still when taking a video with it, they have perfect handles to accomplish this.
- If a smartphone tripod or stabilizer is a little too costly or not practical for you in your circumstances, you can rest your phone on other physical supports like tables, chairs, desks, shelves, etc.

## #3 – THE AUDIO MATTERS AS MUCH AS THE VIDEO

A good video with poor audio quality is junk unless you plan to add a completely new audio track “in post” (while editing your video). While you want your video to look good, the quality of your **audio is more important than the video** – so it should matter as much, if not more. Unfortunately, the built-in microphone in most smartphones (if not all of them) is both low quality and improperly placed. It is very common to catch wind and unnecessary environmental noise that will compete with or drown out any important audio while shooting video outside. This is almost impossible to edit out later. It is advisable to shoot your video in a quiet place, preferably indoors when possible with less ambient noise. Professionals are shooting all sorts of commercial grade videos and feature films using their mobile phones but audio is almost ALWAYS captured with a separate recording device suitable for the job. So, for great quality videos with superb audio, you should get an external recording device or at least a directional microphone that will work with your smartphone. If using an external microphone isn't possible or practical then stay as close to the audio source as possible and try this little trick: use your hand to cover around the phone's microphone (but don't completely cover it). This way, unwanted noise can be reduced, which might give your final product a chance.

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## #4 – GET CLOSE TO YOUR SUBJECT

Staying physically closer to your subject ensures better image quality, less digital noise and better focus in your videos since most smartphones use a digital zoom rather than optical zoom.

## #5 – AVOID VERTICAL VIDEO SYNDROME

I really cannot drive this point home well enough. Stop shooting vertical video! Some videographers, (yes... video entrepreneurs, too) who use of their smartphones for digital filmmaking often make the mistake of holding their phones vertically, that is to say up and down rather than sideways, while recording.

**Unless you are using an app that requires vertical video (or shoots square videos) hold your phone horizontally so that videos played back on other screens (virtually everywhere) will look fine.**

## #6 – IMPROVE YOUR VIDEOS WITH MOBILE APPS

The camera app on your smartphone may do a good job but there's more to video recording than what most of them have to offer! Some third party apps are very intuitive with great features for those new to developing video content while some others unlock professional-like features that might bring out your inner George Lucas. While you will find some pretty good free apps, investing in a couple of apps that cost a little bit of money can pay huge dividends.

We have a rundown of [8 of our favorite iOS apps to make your videos with iPhone and iPad better](#) here.

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## #7 – BE PREPARED FOR THE SHOOT

Before you begin recording your videos, make sure that you have all of the gear, props, scripts, actors and shooting locations ready to go. Additionally, make sure your phone is charged and that you have enough storage space (available memory) to store the footage – high definition (HD) video files can get large and will drain a battery quickly.

Producing great videos can be a fun and lucrative pursuit for entrepreneurial-minded filmmakers. Master the art of videography with your smartphone by following these tips. Through practice, trial and error and you will start seeing professional results in no time!

Are you looking for apps and device specific tips for iOS and Android mobile devices? Check out the following links:

- [iOS video editing apps for your iPhone or iPad.](#)
- [Getting professional results shooting video with your iPad.](#)
- [Video recording and editing apps for Android smartphones, tablets and other mobile devices.](#)

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## 10 Tricks To Make Your Amateur Videos Look Professional

The secret to making your amateur videos look professional is not nearly as much about the video gear you are using as it is the technique. A lot of the filmmakers today don't necessarily have all the fancy equipment and gear to make perfect quality videos, but it's not the equipment that makes the filmmaker, vlogger or YouTube personality. There are certain tricks that you can use to make your amateur videos look professional as discussed in the [video from Griffin Hammond](#) (who made an excellent documentary about [Sriracha](#)). With these ten tricks you can take a bad video and make it look much better.

**Regardless if you are shooting video on a smartphone, a tablet or a consumer-grade video camera, here are ten tips to make your amateur videos look professional!**

### 1. USE PLENTY OF LIGHT

Perhaps the most important thing you can do to help your videos look professional is to shoot with plenty of light. The lights used in a video can greatly affect the quality; it can be the difference between amateur or professional-looking footage. You don't always have to spend a lot on professional lighting; you can buy clamp lights or work lights at a hardware store, or build your own powerful light with lots of fluorescent bulbs and a reflective surface behind them.

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## **2. USE THE SUN TO YOUR ADVANTAGE**

In case you don't have proper lights, you can always use the sun – it's free. The best time to shoot outdoors is the golden hours of early morning or evening when the sun is lower on the horizon and you can get softer shadows. If you find there are shadows you don't want, you can always use a white sheet or surface to reflect the light onto the subject to remove the shadow.

## **3. USE COLOR CORRECTION IN POST**

If everything else fails and you end up with a dark video, you should learn how to use color correction in post processing to fix the exposure. You start with lifting the highlights, but if you find the contrast is too much, try raising the midtones. This might wash out the image, so it works if you darken the shadows and raise the color saturation to achieve a halfway decent image. You might notice some grain but there's no getting around that when you shoot a dark video.

You can also fix your white balance in post process by tweaking the blues and yellows in your image. Also, if nothing else works, you can always remove the color and go black and white.

## **4. MAKE YOUR OWN TRIPOD**

If you don't have a tripod, there's no need to fret, make your own using a quarter inch screw and string. You screw the string on both ends onto the base of your camera, making sure the looping end reaches the floor, then step on it with both feet a foot or so apart and hold the camera up with the string taut – DIY stabilization.

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## 5. STABILIZATION

If you still end up with shaky footage, you can use a stabilization effect to make it look better. You can also try and slow down the footage, which makes the shake less noticeable.

## 6. CROP THE FRAME

When shooting interviews or a web show, you should try and shoot at the highest resolution possible. This allows you to crop the frame when jumping from one shot to the other, which lets you make it seem like you zoomed in or switched to a different camera, instead of getting an uncomfortable jump cut when you edit.

## 7. USE A ZOOM LENS TO CREATE BOKEH

Without a prime lens it gets a bit difficult to get a shallow depth of field with the background nice and blurry. What you can do with a zoom lens is move far away from the subject and then zoom in, which allows for a much more blurry background.

## 8. SHOOT CLOSE FOR GOOD AUDIO

While it's important that your videos look professional, arguably it's more important that your videos SOUND professional. There's plenty of facts and data to support the idea that audio quality is more important than video quality when it comes to "watchability;" nothing will bounce a viewer faster than bad sound. When you're too far from the subject, the audio you get would not be that great, so be sure to shoot as close as possible to get good voice sound. Make sure your actors deliver the lines the same way each time so you can then match up the close up audio with wider shots when necessary.

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## 9. BOOST THE VOLUME

If your audio sounds too low and distant you can boost the volume, but this will introduce noise in your audio. Many video editing software programs will allow you to identify the noise and then remove it through noise filters. We have other posts with many other tips for getting **better audio quality while shooting video**, too.

## 10. USE AUTOMATED DIALOGUE REPLACEMENT (ADR)

If all else fails, you can always use Automated Dialogue Replacement or Additional Dialogue Recording (ADR). This happens a lot in movies, where a lot for the dialogue is recorded again separately in a controlled environment with better quality and dubbed on top of the video. For this you need to let your actor hear the original take and then try and deliver the lines the same way to match the video. This is a slow and cumbersome process so it's better to try and get good audio in the field when you can.

While these are all great tricks, it is always better to be professional instead of making adjustments later and faking it. So plan your shoots ahead of time and round up the necessary gear to get the video right the first time, and only use these tricks as a backup when all else fails.



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## How to Use Online Video Editors to Produce Great Films

Video editing is the process of cutting, enhancing and assembling motion video production footage, visual effects and audio recordings in the “post-production,” the final stage, process of producing video or film. A well edited video can help you transform “everyday videos and photos” into **exciting and memorable movies** you’ll want to watch again and again. Video editor software and apps help you take raw film footage and turn it into a polished final product. There are a number of online video editors that you can use to get the effects you need, however we’re going to focus on a few select online video editing programs that, as Magisto (one of the popular online video editors) puts it, are “free, quick, and easy as pie!”

### WEVIDEO

WeVideo is a powerful, yet easy-to-use, cloud-based collaborative video creation platform with over 20 unique built-in themes that make it easier to edit videos – especially for beginners. You can chose the theme you like, similar to Instagram’s filters, and then apply the theme to your video in and add your unique twist to ensure your video is unique. WeVideo has the ability to turn a mediocre video into something that’s presentable and can be taken home to meet your parents.

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While WeVideo can be used to edit personal videos and make them look more professional, most of its users create videos for professional and educational activities . WeVideo is ideal for students and people on the “go” because it uses a cloud-based editor format. The cloud makes it easy for project teams or groups of students to connect more easily. WeVideo has an uninterrupted connection with Dropbox and other cloud-based file storage services, which makes uploading your footage or video efficient and easy.

## MAGISTO

Magisto creates memorable videos in three quick steps. To get the system up and running, you select the video you wish to use, add a music track, then add a theme – you are done!

What sets Magisto apart from the rest is its use of their definition of Artificial Intelligence (AI) Technology to analyze, understand, and pick the best parts of your video to be edited together in order to make a good video. As Oren Boiman, CEO and founder of Magisto puts it “Magisto utilizes unprecedented AI technology for analyzing and understanding your videos and editing them accordingly,” which is unlike any of the other online editors. He goes on to say, “If you upload related clips from an event, Magisto will help you share the story, where other tools will still be random samples.”

## YOUTUBE VIDEO EDITOR

The Youtube Video Editor has reasonably basic tools, but if you are looking to make simple changes such as clipping the video here and there, changing the music up, or adding creative commons licensed videos to improve your video, then YouTube’s video editor may be just fine for you. It is simple and effective if you’re in need of a quick fix in order to get the perfect video.

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## VIDEO TOOLBOX

If you are looking for a free online video editor that comes packed with more than the typical bells and whistles, then Video Toolbox maybe the editor you're looking for. Video Toolbox does not compromise quality and can actually process files of up to 600 MB. Depending on the types of video you're creating, this is more than enough to create a well developed video clip. Video Toolbox offers a lot of features not found with the other video editors on this list. From the ability to create small advertisement clips, to finalizing small to medium sized films.

## FILELAB

FileLab offers over 24 different video effects including a Sketch filter so you can take your videos to another level without much effort. "Minimum input maximum output" is the theory which applies when using the FileLab online video editor. FileLab supports several different formats and with over 50 transitions between scenes available to the producer, it has very quickly become one of the most commonly used online video editing tools.

There are several others that didn't make the list, not because they weren't worth it, but because these services covered most of the features needed to [get a young video entrepreneur started](#).

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## The Best FREE Video Recording Apps Right Now

In a previous post, [Video Entrepreneur Magazine](#) shared a number of inexpensive iPhone and iPad apps that help budding and experienced video entrepreneurs alike in shooting professional-looking films. But what's even better than cheap, are the apps that are free of charge. Often, paid apps will have tons of video enhancement features that you probably won't find in a free application, although anyone new to the business will probably be more interested in a free download rather than paying \$2.99 or more.

Some will argue that you're better off purchasing a digital camera rather than experimenting with the products displayed on app stores; however, with so many sectors progressively transitioning to mobile, our phones are the most powerful resource we have in our arsenal. The quality and definition of video playing and recording on our gadgets is widely attributed to the advances in the gaming industry.

As mentioned above, many industries are actively investing and transitioning to mobile because of the sheer market reach that is available. Recently, we've seen the rise of Pokémon Go amongst children and adults, keenly gripping their handsets while chasing down these characters like modern day hunters. We've also seen historically rich games such as Slingo move into a more technological age, adopting new dynamics in order to appeal to a more relevant audience. In short, these games represent the need for video recording apps to continue to develop in line with the market they operate in to remain successful in their given field.

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With the ongoing developments in mobile capabilities, the difference between features of paid apps and free apps are almost minimal, and with in-app purchases available if you need to upgrade. Besides, the quality of videos is virtually parallel to each other, given that you maximize the options on the free app.

Check out these apps to see what suits your needs:

## MAGISTO

**Magisto** is currently being used by more than 80 million people for its high quality video effects and revolutionary recording technology. There are even business features that allow you to add commercially licensed videos and your business logo. It also takes amazing photos that you can also include in your movies.

**What we like best about Magisto:** As far as free video recording apps go Magisto packs in a lot of technology. We love the fact that the creators of this app have taken storytelling during the editing process into account with their patent-pending artificial intelligence technology, *Emotion Sense*. From the app's developers:

“Emotion Sense allows users to collaborate with artificial intelligence to ensure that their Movie elicits the right sort of emotional response – users provide us with footage and supply emotional direction through choice of music and video style and we bring their footage to life in a Movie that not only compiles the best moments of uploaded footage, but also captures a mood.”

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## CAMERA AWESOME

Lauded as one of the best camera apps for iPhone by Time and The Wall Street Journal, **Camera Awesome** has professional designed special effects by renowned photographer Kevin Kubota, and with just one tap, you can instantly perfect your photos and videos. A pre-recording feature is included to make sure the camera has adjusted to your setting.

Camera Awesome by SmugMug requires iOS 5.1.1 or later and is compatible with iPhone, iPad, and iPod touch and features a very impressive 4.5 star rating across it's entire version history.

**What we like best about Camera Awesome:** As far as free video recording apps go Camera Awesome really shines when it comes to their “one tap” design philosophy and user experience; 1 tap to make professional looking videos through an automatic application of filters, setting and effects and, our favorite, 1 tap to share to all of our social sharing sites. Obviously there's much more under the hood of Camera Awesome but the video editing really speaks for itself.

## FILMMAKER PRO

If you're looking for the free alternative to ProCam 3, **Filmmaker Pro** is full featured video recording and editing app that offers everything you can possible need, from voiceovers to illustrations and plenty more.

The Filmmaker Pro app is designed for both iPhone and iPad. The creators describe their app,

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Create stunning videos by combining gorgeous illustrations, text, animations, transitions, filters, audio tracks, voice overs, and much more.

**What we like best about Filmmaker Pro:** As far as free video recording apps go this video editing app really stood out for it's lengthy and very generous list of features!

- Create and manage unlimited projects
- Manage, share / export projects' underlying assets through the unique File Manager view
- 4K video support on iPhone SE, iPhone 6s/Plus, and iPad Pro
- Support for unlimited video clips, audio tracks, voiceovers, and text overlays

And really so much more.

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## Make Videos With Your iPhone or iPad Like a Pro Using These 8 iOS Apps

In the past, producing great video content meant having an expensive video camera and owning your own video editing suite installed on a fairly powerful desktop computer. Today, however, you can make videos with your iPhone or iPad. With nothing more than what you probably already have lying around you can capture, edit, add music and share your video content with the world without a ton of cash or a lot of training.

Many people who own an iPhone also like to capture video with it; and why not? It is usually within arm's reach and capable of capturing 1080p resolution video, which is perfectly suitable for any sized high definition screen. (*Disclaimer: We think that taking photos and **video with an iPad** looks silly, though we do use an iPad for a video production monitor.*)

While many of the iOS apps we are going to cover in this article do “double duty,” meaning that they are capable of more than one function, these iPad and iPhone apps generally excel in just one or two primary functions:

- Apps that improve the built-in video camera and add in-camera effects
- Editing captured video footage
- Creating videos from pictures saved to your iPhone or iPad
- Adding Video effects and enhancements to edited video
- Apps for adding music to your videos
- Social sharing apps for mobile video



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Don't miss this related article: [The 7 Secrets to Getting Professional Quality Video from Your Smartphone](#)

## APPS THAT IMPROVE THE IOS CAMERA'S FUNCTIONALITY AND IN-CAMERA EFFECTS

While the camera on an iPhone and iPad is certainly good enough for most consumer video needs, its feature set and capabilities aren't exactly on par with most capable video cameras. There are, however, several apps available that adds functions like digital zoom, stabilization and other lens effects while you shoot. Of the apps I reviewed, Top Camera was my favorite.

### Top Camera 2 (\$2.99)

The [Top Camera 2 app](#) adds a variety of camera enhancements, functionality and unique effects to your iOS device. I like that this app is laid out in a no-nonsense, intuitive and easy to use way. Top Camera features an amazing slow shutter mode, high quality video recording, excellent High Dynamic Range (HDR) shooting and the smart use of folders for file management. Of the apps I tested, I felt like Top Camera helped me to be more creative with the unedited camera footage.

I also tested and enjoyed Camera Genius (\$2.99), Camera+ Pro (\$1.99), iMajiCam2 (£ 0.69), 8mm Vintage Camera (\$1.99) and VideoCam 3D (free).

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## VIDEO EDITING APPS FOR IPHONES AND IPADS

To make GREAT videos with your iPhone or iPad you are probably going to want to at least do some light editing before screening the final movie with your friends or customers. Editing means that you are selecting, trimming and arranging video clips, adding in transitions, cleaning up the audio track and rendering the finished product into a digital file. Of the video editors I tried, I felt that the free version of Pinnacle Studio was perfect for me.

### **Pinnacle Studio (\$2.99)**

With the [Pinnacle Studio iOS app](#) all you have to do with this app is to import and arrange your clips in an easy to use storyboard, make simple edits using the timeline and add high quality transitions, effects and a soundtrack and you're all set. Of course, if you want to edit your video with over-the-top professional grade features and advanced tools you can output your project to Pinnacle Studio's desktop software (\$59.95 – \$129.95). Once your video is edited, you can share the final version in 1080p HD directly on YouTube or Facebook, or send it to your Dropbox folder.

Other video editing apps deserving a noteworthy mention include Splice (\$3.99), ReelDirector (\$1.99), Video Editor+ (\$ 1.99) and Video Edit (\$2.99)

## CREATING VIDEOS FROM PICTURES SAVED TO YOUR IPHONE OR IPAD

### **VideoPix: Video Frame Capture & Slow Motion Player (\$0.99)**

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With the [VideoPix app](#) you can make slideshow videos with your iPhone and iPad. Not only can you turn the photos (and videos) you have on your mobile device into stunning videos, this app also allows you to add some dramatic playback speeds; replay the video in normal motion, fast motion or slow motion. Personally, I also like the video “screengrab” function in which I can pause the video then navigate frame by frame to save perfectly timed pictures from my videos back onto my iPhone.

Other iOS apps for creating stunning slideshow videos from from photos saved to your mobile devices include Moving Photos (\$1.99) and Fotoslides (\$1.99).

## IOS APPS FOR ADDING VIDEO EFFECTS AND ENHANCEMENTS WHILE EDITING

### **MovieSlate (\$24.99)**

The [MovieSlate app](#) is not only used to add video effects and enhancements but it also includes an all-in-one digital slate, clapper board and a notepad that can be used for film, interviews, TV, documentaries and music videos. This app saves valuable time by allowing me to capture footage, log it and create reports while shooting. MovieSlate’s price may have you in sticker shock but this app is worth every penny. This is the one app, of them all, I felt stood on its own as a as a professional tool which made video production on my smartphone easier and less complicated.

Other after effects apps I recommend you check out include Videolicious (Free), Game Your Video (\$1.99), Silent Film Director (\$2.99), TiltShift Video (\$1.99), VideoGrade Color Editor for Video (\$4.99), Slowmo (\$0.99), Gun Movie FX (Free) and Vibop (\$1.99)

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## ADDING MUSIC TO YOUR MOBILE VIDEOS

### **YouTube Capture (Free)**

The **YouTube Capture app** native to YouTube provides a mind numbing number of background music track suitable for genre or type of video you can imagine. You don't have to worry about digital rights management or violating their copyright terms if you post your video to YouTube either.

### **iMusicVideo (\$2.99)**

This **iMusicVideo app** lets you add a suitable soundtrack to any video and also lets you share the final product via social media such as Facebook, Twitter and Flickr or through email, MMS and several other sharing methods.

### **InstaVideo (Free)**

To create an edited music video on your iOS device the **InstaVideo app** take you through steps that are really easy to follow. All you have to do is pick some video clips from your iPhone or iPad and select a soundtrack from your own music library. Bam! In seconds, your movie is edited with your favorite music added automatically!

## SHARING YOUR FINISHED VIDEOS WITH FRIENDS AND YOUR SOCIAL NETWORKS

### **Capshare Video Editor for Social Sharing (Free)**

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With **Capshare Video Editor for Social Sharing** you can share your mobile videos on Facebook, Twitter or YouTube; you can also send them to friends via email or SMS. I think that Capshare has the most fully integrated private video sharing method in the mobile arena. Klip features unlimited free uploads and no (software) limits to the length of the videos you can store on your device.

Other free software for social/sharing video apps include YouTube (Free), Vimeo (Free), Magisto Magical Video Editor (Free), Socialcam Video Camera (Free), Viddy (Free), HighlightCam Social Video Editor (Free) and Vyclone (Free)

With any of the above iOS mobile apps you can capture, edit, add effects and music with no more equipment than you most likely already own (or you probably wouldn't be reading this article about iPad and iPhone apps). Now get out there and make videos with your iPhone or iPad like a professional!

And why not take that a step further and make some money while doing it?  
**Become a video entrepreneur!**

This article mainly focuses on different efficient video apps available for iOS devices – namely the iPad, iPhone and iPod Touch. We address **apps for Android smartphones, tablets and other mobile devices** in another chapter.

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## Shooting Video with an iPad and Getting Professional Results

I admit, I still chuckle and shake my head a bit when I see people carrying around their iPads and casually taking pictures of their vacation or shooting video with an iPad at their kids' latest recital. I am reminded that, just a few weeks ago, an older lady was shooting video with an iPad at a wedding, and it was a large tablet, much to the consternation of me and everyone behind her. She was seated in the 2nd or 3rd row back from the bride and groom and had the iPad held up over her head. She couldn't see the video she was getting... but the rest of us could. It was unstable, not entirely horizontal and the exposure was drifting due to the sunlight coming in and out of the stained glass window behind the officiant. While everyone craned their necks to see around the iPad, I could only think about who was going to be held hostage and subjected to having to watch that mess in the future... and I shuddered.

**It's such a shame, too, because the iPad has a tremendous amount of potential for shooting professional quality video, even in the hands of an amateur or inexperienced filmmaker.**

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The iPad shoots gorgeous high definition video right out of the box. The screen is large and bright and the iPad's camera controls are simple, intuitive to use and rich with features. For the more advanced user, the Apple Store offers dozens of excellent video camera apps that make the built-in camera even more powerful through image enhancement, stabilization, filters, exposure meters, aspect ratio and other granular controls. These apps even make use of the iPad's wifi and cellular connects to add features like real-time video streaming, video capture to wireless storage devices, monitoring and remote control. Of course, there are professional grade video editing **iOS apps** available as well, making the iPad a complete filmmaking system taking "in-camera editing" to a whole new level.

Like most **video techniques**, though, shooting video with an iPad, or any other HD video-capable tablet, and getting **professional results**, requires more than the camera itself – no matter how powerful it might be. Properly recording video with an iPad requires that the filmmaker knows just a few fundamentals about shooting video with a mobile device:

- **Keep the camera horizontal and steady.**
- **Get as close to your subject as possible.**
- **Have the right light.**
- **Capture clean audio; it's probably **more important** than the video quality.**

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The iPad may be an all-in-one filmmaking machine and fine for your home movies but if you plan to do any sort of amateur filmmaking or business-related video production with it, then in addition to these tips for shooting video on a mobile device, you're going to need a tripod, a light source and an external **microphone**. The ability to add a few different lenses would be helpful as well.

## How do we attach a tripod, light, microphone and camera lenses to an iPad?

With a camera cage or holder that is purpose built for an iPad. It just so happens that I've seen a few different examples both at conferences and online lately. I'll be updating this article in the next few days with a market survey of products by Padcaster, Mayakama, Ipow, Olloclip and many others.



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## Make Videos With Your Android Smartphone or Tablet Using These 7 Great Apps

If you want to make videos with your Android smartphone or tablet you're in luck. An Android smartphone is a powerhouse for carrying out multiple tasks on-the-go simply due to its high mobility, display screen technology and unprecedented computing power; they're certainly more convenient at run-and-gun videography than DSLR rigs because everything you need to produce (hassle-free) video content can fit into your pocket or purse. Almost every new Android mobile phone and tablet features a high quality in-built camera and supports high definition (HD) video recording right out of the box.

- [Click here for iOS video editing apps for your iPhone or iPad.](#)
- [Click here for getting professional results shooting video with your iPad.](#)
- [Click here for our review of the best FREE video apps available now.](#)
- [Click here for 7 ways to get professional quality video from your smartphone or tablet.](#)

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Whether you are a professional freelance videographer, an aspiring filmmaker or just someone who loves to create videos and spread them online, it's important that you have the right tools for your activity. There has never been a better time than today if you want to make videos with your android smartphone or tablet. Producing and uploading a video is super simple these days and just about anyone can do it. High quality video cameras are within easy reach of almost every consumer these days. The technology that's packed into our mobile smartphones and tablets that fit easily into our pockets and purses is nothing short of awe inspiring. However, creating videos professionally or for video marketing purposes requires skill, creativity and experience. In the right hands, it is no wonder that professional video makers are turning to smartphones and tablets. The content they are creating today is astonishing and will continue to get better as smarter apps and refined accessories come into the market.

**If you want to make videos with your Android smartphone or tablet, here are 7 Android apps I think are best right now for capturing, video making, video editing and enhancing your final movie right from your mobile device:**

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## **Clesh Video Editor (\$17.08)**

This high quality video editor platform allows you to add effects to your video files and create rich and high quality video outputs. It is a complete and versatile video editing solution for professionals and video enthusiasts. It comes with over 100 different features which are updated with new versions. According to cNET, Clesh Video Editor is “...the most feature-rich video editing application available for any smartphone or tablet.” It also offers 5GB free cloud space for the users to save video files on the go.

While it is the most expensive app in our list, if want to make videos with your android smartphone or tablet, Clesh is like the Cadillac of video editors among the family sedans in the rest of our list.

This application supports cloud video editing which is a great feature for a top-of-the-line mobile device video editing experience. You may easily rotate and flip your videos, accurately trim video frames with integrated audio tracks, add vivid effects and slow the motion of any selected section of a video.

<https://play.google.com/store/apps/details?id=net.forscene.KestrelTest>

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## **KineMaster (Free)**

KineMaster is a video editing tool for Android with a full suite of video editing features. The drag-and-drop system allows you to easily add effects and media elements to your video without having to do it manually. You can import various media files to this tool, and edit them together to create a professional video that you can share with others. You can also improve the quality of your videos, as well as adding various elements such as texts, voices, translations, music, and so on.

<https://play.google.com/store/apps/details?id=com.nexstreaming.app.kinemasterfree>

## **ScreenCast Video Recorder (\$3.99)**

ScreenCast Video Recorder is a high quality screenshot capturing software which can work in the background and capture the screen at multiple frame rates. If you want to make videos with your Android smartphone or tablet like explainer videos or how-to videos on your mobile device, ScreenCast Video Recorder is perfect. This Android app specializes in recording both the video on your device's display and audio simultaneously to produce a high quality MPEG4 screencast videos of your smartphone or mobile device. Conveniently, you can trigger it to automatically capture the screen (a screenshot) or manually record the screen by holding the search key on your mobile.

<https://play.google.com/store/apps/details?id=com.ms.screencast>

## **Secret Video Recorder Pro (\$6.99)**

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If you want to make videos with your android smartphone or tablet and need to be completely discreet about it this great video stealth tool is now available for your Android mobile device. It is the only secret video recording application available on the market which supports high quality background recording. It has been rated 5/5 star by cNET for its high degree performance and total 'secret activity' features such as no camera shutter sound, no preview, no conspicuous notifications and, especially, the app keeps recording the video while the screen is turned off. This application also allows you to make and receive phone calls while recording video. Video recording can be started and stopped with a single touch. High resolution video recording is supported up to full HD 1920×1080 recording. It automatically splits video files so that you can record large video files onto your SD card until it is full. Privacy is re-assured with a strong password protection mechanism.

<https://play.google.com/store/apps/details?id=in.tank.corp.smrpro>

## **Video Maker Pro (Free)**

The Video Maker Pro is a professional movie studio app for Android that offers a lot of video editing features just like a professional video editing suite on many PCs. With this app, you can easily trim and cut your videos, as well as combine various media files into the video editing timeline. It has a special feature that allows you to create a professional looking movie with your Android smartphone, tablet or device. You can also create a professional slide presentation with this app, with the capability of adding effects to each individual image.

<https://play.google.com/store/apps/details?id=yong.app.videoeditor>

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## **Vidstitch Pro – Video Collage (\$2.99)**

Vidstitch Pro – Video Collage is a cool video app with a great user-interface that is full of features which allow high quality video merging and editing to produce multimedia-rich files. Combine videos and photos to create motion pictures for Instagram; this application is optimized for a great Instagram experience. You may also share the videos directly to other social networks such as Facebook and Twitter. It has been reviewed by its many satisfied users for simplicity and high quality output. The fluid and smooth editing menu enhances user experience to conveniently edit the files with no hassle. Despite its small size, this application also supports music cropping. If you want to make videos with your Android smartphone or tablet specifically to share to social media Vidstitch Pro is for you.

<https://play.google.com/store/apps/details?id=com.vidstitch.pro>

## **WeVideo (Free)**

WeVideo is a video editing app for Android with all-in-one video editing features, allowing you to create your own professional videos and share it with others on social media. There are various nice themes that you can apply to your videos, each with their own music and visual designs. This Android video editing app can be used to make videos with your Android smartphone with exceptional quality. My favorite feature is the ability to add a soundtrack to my videos by adding music from my smartphone's media gallery.

<https://play.google.com/store/apps/details?id=com.wevideo.mobile.android>

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## Why Audio is More Important Than Video Image Quality

Is it true that audio is more important than video in my production?

In a word... YES!

A video primarily has two significant elements: Picture (visual) and Sound (audio). While shooting a video it's important to give significant attention to both the audio and visual aspects of your content because, believe it or not, the audio is just as important (if not more important) than the video. Most inexperienced video entrepreneurs make the mistake in the beginning of their careers focusing a lot on capturing the **best quality visuals** for their videos and, all too often, completely blow the sound.

The audio is usually neglected because of the misconception that the success of a video production highly depends upon the quality of video.

In reality, even if the video component has some flaws and turns out much **less than perfect** (pixelated, grainy, out of focus, under-exposed, etc) but the audio is clear, at the right volume and free of distractions then the project can still be an overall success and can get positive results.

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On the contrary, several studies have shown that if the audio quality of the video is of just medium to marginal quality, that no matter how good the picture turns out viewers are more likely to reactive negatively to the video content as a whole.

It's clear that the success of your video rests more with the audio quality than the video. It's counter-intuitive but audio is more important than video but if are having a hard time believing that sound isn't more important than the picture, then it is at least as important.

Here are 5 [Video Entrepreneur Magazine](#)'s tips for recording superior quality audio for your video production:

## 1. VOICE-OVERS ARE EASY AND RELIABLE!

There's no doubt that while shooting video and sound in an outdoor location, recording high quality audio can be quite difficult. However, with a little preparation, you can prevent a potentially disastrous situation. Perhaps your best option in windy or noisy outdoor environments is to record most of your audio track indoors, or in-studio, and simply apply it as a voice-over. In other words, you will be recording the audio off-camera separately in a different location and later add it to the video during the editing process. I know several very successful [video entrepreneurs](#) that don't even bother shooting video and use only b-roll or stock video clips that they've either shot previously or have purchased online instead. They tend to focus more of their time developing a killer script and recording great audio for their projects.



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## 2. SET UP A SOUND BOOTH

It is best to record audio in a small, carpeted room with wall treatments (pictures, curtains, etc) in order to avoid a harsh sound characterized by an echo. If audio is more important than video for you then you should be recording in some sort of studio. When it comes to make-shift recording studios, closets are actually the best choice.

## 3. BE PREPARED AND HAVE THE RIGHT EQUIPMENT

If your video production requires you to record your audio and video at the same place and time, then be prepared for the wind and ambient noises you may very well pick up from the background. Try to choose a quiet location and shoot the video when there's no wind if at all possible. Definitely use a dead cat, or wind muff, windshield which are microphone covers designed to minimize wind noise when recording in less than perfect wind conditions. Keep in mind that a little wind noise is enough to ruin your audio track and is almost impossible to edit out. With most camera configurations you can monitor the quality of your sound during or immediately after recording using a pair of headphones.

## 4. GET CLOSE!

Getting the microphone physically closer to your subject ensures better audio quality, less background noise and better fidelity in your sounds. Although, a full length body shot may seem like a better option, the audio quality will be affected, since you will be far away from your mic. Make it a point to plan your outdoor shots at a closer distance to the camera if you must use a **smartphone, iPad, tablet or other mobile device** or your camera's onboard microphone.

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## 5. IF YOU ARE GOING TO BE A VIDEO PROFESSIONAL, USE PROFESSIONAL GEAR

Most of the microphones built into cameras are omnidirectional and record unwanted sound from every direction, the microphones in mobile devices like **iPads** can be even worse. When recording audio dialogue a uni-directional mic is really best. If audio is more important than video in your situation, the perfect situation is to use even a decent quality off-camera directional microphone plugged into a separate audio recording device. The second best option would be to use a microphone plugged into your camera. For professional video content creators and entrepreneurs running video businesses, we consider an external microphone a MUST HAVE piece of gear.

**See this Video Entrepreneur article: [Different Types of Microphones – Which Will Work Best for Your Video Production?](#) for more information about the different types of microphones that are available and an in-depth discussion about which ones will work best for your specific video production needs.**

Of course it should probably go without saying, but you should also start getting as comfortable with your audio editing software and apps as you are with your video editing apps – or make fast friends with an audio engineer.

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## Different Types of Microphones – Which Will Work Best for Your Video Production?

Recording crystal clear, quality **sound is essential** to any good film or video production – especially when your client's reputation or appearance is at stake. Sound is one of the most important parts of film production, maybe even more so than the picture. Think about how many times you've watched something with a good picture but terrible sound and turned it off. In order to get the best sound quality for your production, you will need to first understand the different types of microphones out there and the basics of how they work.

The following is a short summary from the FilmmakerIQ.com video, which you can **find here**, about the types of microphones that are available and how each works.

The first thing to think about is the microphone's directional response, or *polar pattern*. This describes how responsive the microphone is to sound from specific directions relative to the mics input (where the sound goes in), which is called the *condenser*.

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**Omnidirectional Microphones** record sound from all different directions. It is best used for recording sound in a general area. The drawback is that it cannot distinguish between wanted and unwanted sound.

- All directions
- Best used in general areas
- Does not distinguish between unwanted and wanted sounds

**Cardioid Microphones** are very “directional” and pick up sound on an axis, or from a specific direction – not what’s behind it. Microphones like this are useful for live performances; they won’t pick up the crowd behind the mic and only pick up what is in front of it.

- Axis-specific directional recording
- Useful for live performances
- Does not pick up rear-sound

Cardioid condenser microphones are useful for voice over recording, too. Most can switch from an omnidirectional to a directional polar input pattern.

**Hypercardioid and Supercardioid Microphones** are powerful condenser microphones that record sound coming in from the front and sides, not from the rear. Shotgun mics are a good example of this type of microphone. They are useful in outdoor situations because they reject sound from the rear. Using them in conjunction with a boom pole is very effective for filming in noisy outdoor areas.

- Record from front and sides
- Useful in outdoor situations, especially with boom poles
- Reject sound from the rear

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**Bi-Directional Microphones** have a figure-8 type of pickup pattern. They are useful mostly for musical applications.

**Lavalier/Lapel Microphones** are small condenser microphones with an omnidirectional pickup pattern. They work on proximity and work best in a wireless system. You can put these on someones collar and record them. The sound quality will not be as great as a microphone with a bigger condenser, but they are good for close up recording when the sound source is very near the microphone.

- Omnidirectional recording
- Work on proximity
- Used best close-up, and in conjunction with a wireless transmitter

**Boundary Microphones** are omnidirectional condenser microphones that run flush with the surface they are mounted in. These are not common in most entrepreneurial filmmakers' studios. These microphones are useful for stage production and work by recording the sound as it "rolls off" the surface.

- Omnidirectional condenser
- Useful for stage production
- Runs flush with surface and records sound as it rolls off

It's up to you to research and experiment with sound recording. Understanding the types of microphones that are available and how they work, you will be better equipped as you search for the best recording equipment that suits your specific needs for video production.

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## Get Better Audio While Shooting Video with Your Smartphone or Mobile Camera

Everyone is shooting video with their smartphones, mobile cameras, iPad and tablets these days but often forget that **audio is as important as video** quality; getting better audio on a any mobile device, however, can be a real challenge.

Nowadays, most mobile devices, like cellular smartphones, iPads and tablets have an excellent video camera and recording features that allow you to record high quality videos with a minimum of 720p HD **resolution**. These features allow almost anyone with a recent mobile device to record anything that he wants in glorious high definition and actually make the video look pretty close to **professional** with a little proper filming technique that is easy to learn.

However, the biggest drawback of shooting video with a mobile device is the quality of the audio captured can be terrible. Most microphones on smartphones and mobile devices are omnidirectional, super sensitive and have an extraordinarily small capsule without a lot of range; in plain speak, these mics generally suck for creating quality videos. So what the video creator usually finds after shooting his or her next blockbuster video on their smartphone or mobile device's camera is that the recorded video might look great but the terrible audio quality makes the video almost unbearable to watch.

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*So, how can you solve the problem of getting better audio from your mobile phone video?*

**Here are 6 tips to get better audio while shooting video on your mobile device:**

## **1. CHOOSE WHERE YOU SHOOT YOUR VIDEO PROPERLY**

The first key to getting better audio for videos made on smartphones, iPads, tablets and other mobile devices with video cameras is to choose where you are shooting your video carefully. The place where you shoot your video matters, because of the nature of your mobile device's microphone that can easily pick noises from the environment. So, for instance, if you are taking a shot in an outdoor environment, with the windy weather, then there is a big chance that your audio quality will be poor. But, if you choose to record your video in a quiet place, indoors, then you will be able to increase your audio quality significantly, since there will be less noise picked by your mobile device's microphone.

## **2. EDIT YOUR AUDIO WITH A NEW TRACK**

If you have already recorded very nice video, but the audio is less than ideal, it is a good idea for you to edit your video with a better audio track. For the new audio track, use a high quality audio recording device to ensure that you get an excellent result for your recording. If you cannot replace dialogue consider adding a voiceover or soundtrack; music, sound effects and ambient noise might all be a good replacement. Then, you can use your favorite video editing tool to simply remove the camera's recorded audio with the better audio track. This can solve your poor audio problem quickly and effectively.

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## **3. USE AN EXTERNAL AUDIO RECORDING DEVICE**

There are some great external microphones available for your mobile device. You will use this external microphone as a replacement for your internal smartphone microphone while shooting your video with your cellular smartphone or mobile device's camera. If you use an external microphone or handy digital recorder while recording your video footage, you will be able to get an excellent audio quality for your recording if you keep the rest of our tips in mind. Many of these external mics are more directional and designed to cancel out ambient or unwanted sound while you are recording.

## **4. KEEP THE SMARTPHONE OR MOBILE VIDEO CAMERA CLOSE TO YOUR AUDIO SOURCE**

Keeping the microphone you are using to record as close to the audio's source as possible is, perhaps, the most important tip for getting better audio for your videos we can give you. Distance creates problems for both video and audio. While shooting far away from your audio source, you will record more ambient or unwanted noise and the audio levels of the sound you do want, begin to drop dramatically after it leaves the source. Is it easier or harder to hear someone speaking normally when they are close or far away? Think of recording audio this way too. So, if you are shooting an interview, it is better to keep your audio recording device close to your subject to keep their voice focused, clear and audible.



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## **5. KEEP YOUR SMARTPHONE OR MOBILE'S VIDEO CAMERA STEADY WHILE RECORDING VIDEO**

While you record video with your smartphone, ipad, tablet or other camera, don't handle or shake your mobile device a lot; it will only make the audio quality, as well as the video quality, worse. Unnecessary handling or jostling of the mobile while you are recording will cause a lot of unwanted noise. For better audio quality use a tripod to keep your smartphone or external microphone or digital recorder steady and free from unwanted handling or vibration while you are shooting video.

## **6. HIRE A FREELANCE PROFESSIONAL AUDIO ENGINEER FROM VIDEOTOORDER.COM!**

Don't let the title "Audio Engineer" scare you. Soon, we will have dozens of freelancers ready and able to help you get the best quality audio production to meet your needs. [VideoToOrder.com](http://VideoToOrder.com)'s audio specialists will help you clean up your audio tracks by removing unwanted background noises, hiss, clicks and pops. We'll offer professional voice-over artists and musical geniuses who can create a royalty free soundtrack for you, too. You get to choose the service provider who best matches your needs, quality and budget. If you need professional quality audio, take a look and see what our freelancers will have to offer.

These tips can help you to get a better audio quality in your video recording, allowing you to enjoy a professional video recorded with your smartphone, iPad, tablet or other mobile device's video camera.

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## Understanding Basic Camera Movement and Tracking Shots

Camera movement is useful to help engage the viewer in the action in a scene, reveal emotion and elements on screen or set the pace. As such, it is essential to know when to use which types of camera movement in order to add information and drama to a scene.

Here is a summary of the different types of camera movements you will find in filmmaking as well as the types of equipment and gear used to **get the perfect shot** that illustrate how each movement works and adds depth or interest to the story:

### PAN AND TILT

**Panning** the camera refers to rotating the camera on a horizontal axis (from one side to the other), whereas **tilting** refers to moving the camera similarly, except vertically (up and down). These are the most common types of camera movement by far.

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- Panning or tilting is a handy way to reveal elements in the scene previously not seen on camera.
- They are both often used to follow the natural movement of a scene.
- They can be an effective type of camera movement to involve the viewer in an on-screen character's emotional state. For example, by revealing to the viewer a shocking revelation at the same time the character sees it, via panning or tilting, the audience is better able to empathize with the character's shock.
- Smooth pan and tilt movements require little more than a steady hand or a fluid head mounted on a tripod

## DOLLY AND TRUCKING

An excellent way to add a professional touch to a film's camera work is to add dolly and truck work to a scene. A **dolly** movement moves the camera closer to or farther away from a character. A **truck** movement is done by moving a camera from side to side to set the pace or follow character's movement.

- A dolly move can be used, for example, to emphasize a character's expression during important dialogue scenes by moving the camera in tight on his or her face.
- A truck move is a great way to provide contrast in camera movement from one scene to the next to indicate to viewers a change in pace.
- Dolly and truck moves are performed using a wheel, track or slide dolly.

In order to accomplish tracking shots in which the camera moves beyond a stationary position, like the dolly and truck moves, it is often necessary to mount the camera on some sort of equipment or platform in order to get a smooth and stable shot.

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## **WHEEL DOLLIES, TRACK DOLLIES AND SLIDERS**

A camera dolly is a platform on which a camera is mounted that is pushed on rails or a slider while filming. Dollies on wheels or tracks are better for mounting heavy camera equipment, whereas sliders, usually a camera mounted directly to a single rail, are used for smaller, handheld cameras. Common items like skateboards, wheelchairs and wheeled toys on tabletops can all be used with your camera to get the perfect dolly and truck movement.

## **SLED AND VEST SYSTEMS**

When complex camera moves are required for intricate scenes but the movement in the scene entails the risk of dolly tracks being seen, a sled and vest system is the best way to go. These are most often referred to as “steadicams” or “glidecams” (named after their makers) and consists of a weighted camera sled, an elastic arm to absorb the operator’s movement, and a vest to distribute the weight of the equipment over the operator’s body. The system is, of course, not entirely immune to human movement.

## **BOOMS**

A boom essentially consists of a camera attached to an arm of varying lengths that can pivot through a fixed point. This can be used for movements similar to pan and tilt movements. The boom allows for low and high angle shots. This system requires far more setup time because of the multiple pieces of equipment that must be assembled. So shots requiring boom movement require planning in advance of your shoot. Camera poles are another simple form of boom being used often these days, too.

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## What is Video Resolution? How is it Different from Video Compression?

We love getting questions through [Facebook](#), [Google+](#) or [Twitter](#) asking us for help with topics ranging from business questions! Some of our favorite articles were written in response to reader questions like, “[How can I make money with my video camera?](#)” and the best [types of microphones](#) to use for specific applications.

Today we are answering a question from Jonathan White who asked us to better define what video resolution and video compression is and what it means to the quality of his videos. To do this, we got one of our favorite editors, Christie Matthews, involved...

### VIDEO RESOLUTION

Video resolution in a display device refers to the number of distinct pixels that could be displayed in each dimension. It is usually quoted as width×height; for an example: “1024 × 768”. In this example 1024 indicates the width and 768 indicates the height that the display could be resolved in pixels. A display resolution is controlled by factors like the cathode ray tube and flat panel display which are presented in digital televisions and computer monitors.

There are two types of video resolution: Standard Definition (SD) and High Definition (HD). The most popular standard resolutions are 640×360 and 640×480 for video, and 720×480 and 720×576 for DVD. HD video usually has a resolution of 1280×720 (720p) or 1920×1080 (1080p, is also known as Full HD).

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In video resolution, the need to resolve more or less might occur. For an example, while uploading a video in a computer to your mobile phone, you might have to reduce video resolution. Increasing video resolution does not have a very good impact since even though the video resolution is increased the quality does not necessarily improve, however the size of the video file will definitely grow. Nevertheless, sometimes these transformations may be essential. If you want to burn a low-resolution video (for example a 320×240 video shot on your cell phone) to a DVD, you will need to increase the resolution because DVD standards require the video to have a resolution of at least 720×480.

## **VIDEO COMPRESSION**

Video compression refers to reducing the amount of data in a certain video. It's normally done by decreasing and removing unwanted data from the video. Data isn't lost during this process. The importance of video compression is noticed when you can't store a file with a video because it is too large or takes too much storage space or when large files become a burden since they are very heavy to transfer. This is a typical instance where video compression can be used. Compressing video files generates free space in the device.

The latest standard in video compressing is High Efficiency Video Coding (HEVC). This is said to double the amount of data compressed while retaining the same level of video quality. It supports 8K UHD resolution up to 8192 x4320 and can alternatively provide substantial video quality at the same bit rate. The latest version of HEVC was completed in July 2014 and is yet to be published in the late 2014 with a range of extensions such as scalable coding extensions and multi view extensions.

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## The 5 Key Elements for Great Green Screen Video

Using a green screen to create great video content when you need a better background is a skill that requires practice and patience. With a solid understanding of the most fundamental aspects of filmmaking and video editing you can learn how to get a good shot out of even just so-so footage.

**Here is a summary of the 5 key elements for producing great green screen video and getting professional quality results with chroma key:**

### **SPACING**

Because using a green or blue screen entails using a physical object behind your subject, you'll want to pay attention to how much distance to place between the two.

- Make sure your subject is far enough away to prevent casting a shadow on the screen behind him.
- When shooting a talking head shot (just head and shoulders) your subject can be closer to the green screen.
- For a full-body shot, not only must your subject be farther away from the screen, but you'll also want to shoot from a distance as well for a natural look and to prevent distortion.

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## SCREEN COLOR AND QUALITY

The decision as to whether to use a blue or green screen will be determined by two factors.

- A blue screen is the best option use when shooting with film.
- A green screen is the best choice when you're using digital equipment because of this equipment's particular sensitivity to the green color spectrum. A green screen requires less light as well.
- You will also want to consider the color of clothing or costume the subject is wearing. For example, if your subject is wearing green, you'll want to use a blue screen so that his clothing doesn't disappear into the background.

Once you've chosen a color, you have some options as to what quality and type of screen to use.

- You can paint your background using Chroma Key paint. This option requires the most physical labor but is the most permanent option. It's also all but necessary if you intend to create a cyclorama.
- Another option is to hang your green screen. You'll need stands and clamps.
- Material options include paper, muslin cloth or foam-backed cloth. The latter prevents wrinkling while in use.
- There are also smaller fold-up screens available, which are handy for outdoor shots and tend to withstand wrinkling well.



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## LIGHT IT RIGHT

When lighting your scene, you must focus on lighting your screen and your subject independently. You *can* combine your lighting but that may lead to the issue of casting shadows on your screen.

- First focus on evenly lighting your screen without your subject in the shot.
- For light sources you could use LED lighting systems, fluorescent tube lights, Hollywood strip lighting fixtures.
- You can use your camera's zebra settings to check if your screen is evenly lit.
- Then light your subject. Focus on lighting him in such a way that matches how the background scene will appear in post-production.

## CAMERA TYPES AND COLOR COMPRESSION

The type of camera and settings you use will determine how seamlessly your green screen will transition to a background in post. You'll want to start with an HD camera if possible.

- Compressed 4x2x2 works fairly well for pulling a good quality shot with a screen.
- The best option, however, is to shoot raw.
- This option uses quite a bit more memory than other options.

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## TRANSLATION: POST-PRODUCTION WORK

The post-production software you use will make all the difference in the scene you're able to pull. Quality software can pull a good shot even out of sub-par footage.

- Adobe After Effects is a great platform to use for compositing.
- KeyLight, a plugin that comes with After Effects, comes with many features to help pull a good scene.
- If you can't pull a good key from the entire frame, try the technique in After Effects called garbage matting, in which you can select a portion of the shot that works well and eliminate the unimportant, lower-quality movement around that portion.
- Be sure your subject doesn't move into the garbage area.

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## 6 Ways to Make Animated Videos on the Cheap and Easy

The latest trends in video marketing and visual storytelling have clearly shown a definite trend toward using animated videos – especially when it comes to making **explainer videos**. With their eye-catching visuals, interesting themes, and reality defying action, animated videos can easily grab the attention of online video viewers and convey a message or a complex idea in the easiest and simplest way. Animated videos help businesses to brand and **market** their products easily; they are second to none in creating a significant brand identity and ensuring an influential marketing mix.

Most importantly, digitally animated videos have made video production both affordable and attainable to the average small business owner.

**Video entrepreneurs are increasingly finding their niche creating simple but effective animated videos for SMBs and making a lot of money.**

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## What are animated videos?

Animation was traditionally a set of static drawings or images that, when shown in rapid succession, created the illusion of movement; think of the simple flipbook animations where you fanned through a series of pages, each with an image, that appeared to create a sense of movement. Today, it seems that anything not shot directly on film or video depicting real people, physical objects or nature is being classified as an animation. So in that sense, there are many, many different methods of animated video production but, generally speaking, the most popular styles are:

- Traditional, Hand-Drawn Animation
- Motion Graphics
- Kinetic Typography
- Cartoons
- Whiteboard Videos
- Stop Motion
- Screen Capture

Stop motion is generally considered the method requiring the most time to produce videos and digital motion graphics the most technical. An illustrator or animator might use desktop software like Flash, Microsoft PowerPoint, Apple Motion, Maya, Adobe After Effects or [Adobe Voice](#) to create 2D and 3D animations. Increasingly, however, creators are using online animation services due to the level of complexity, ease of use and number of excellent features these animation services can focus on and provide at a very low (or reasonable) cost.

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**Below are six popular websites that help freelance video creators, video-based entrepreneurs and others create animated videos online:**

## **ANIMATRON**

Animatron is an easy-to-use and powerful online animation maker that enables users to create stunning animations and videos right in the browser. It is cloud based: no installations and no plugins needed. It's built on the newest and safest HTML5 technology which allows for the universal playback, both on desktop computers and mobile devices.

## **DEVOLVER**

This website makes the animation process a quick and effective six-step multiple-choice project. Here animators get a liberty to choose background, select characters and use one of the four plots. You can have animated movie by typing dialog, choosing music and applying some visual effects. Although it offers some limited options for customization, but the cartoons are impressive and good-looking, too.

## **GOANIMATE**

GoAnimate is a cloud-based platform for making animated business videos. Just hit a record button, instead of handing over actions to characters via a drop-down menu. For any movement users need to drop and drag the images. Animators can amass multiple scenes and use different features of these moving images to make a complete story.

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## NAWMAL

Formerly Xtranormal, this website is highly impressive for its high quality visuals and offers do-it-yourself animation software. The workspace is a bit different from the other animation sites. Animators can directly add sound bytes, character movements, gestures and postures directly into the script. But unfortunately, free options are less than the other animation sites. It is slower and needs more preview load-times.

## VOKI

This website is very easy to use. On it, though you can create animated speaking-avatar, but you cannot create enough story. You can choose a character base, select a voice and fix the background and color to create an impressive animation work.

When you finish work, you can embed the code in your e-mail or website.

## ZIMMER TWINS

Like Voki, this popular animation site utilizes the same concept to short cartoons. It is a Canadian animated series created and developed by Jason Krogh and Aaron Leighton (artist) respectively. It is highly acclaimed across the globe for its unique format, which includes online broadcast delivery and online participation.

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## How to Make How-To Videos & Tutorials in 3 Easy Steps

Video entrepreneurs often find there is a lot of money to be made with how-to videos and video tutorials for a variety of blogs and web pages. While a how-to sounds pretty easy to create, just picking up your camera and shooting is not the best way to tackle it. Quite frequently, a how-to or video tutorial ends up a little less than exciting. Actually, most of them are just plain boring, and as a result, they may not get a lot of hits or views because they are not engaging the audience. However, this does not have to be the case. There are a few very minor tweaks that you can implement while shooting video to help immerse the people viewing it. The content itself might be fine, but just by altering the way you shoot can do a world of difference.

**Following are three helpful tips from a Reel SEO [video](#) to help you engage the audience of your how-to and tutorial videos:**

### **BE MINDFUL OF THE EYES**

During a tutorial or how-to video, your audience needs to engage with you as a person. For this, it is very important for them to be able to see the whites of your eyes. This may seem weird but this is highly important as it makes the presenter a real person to them. It is a subconscious thing that no one readily notices. If you look directly at the camera, and the scene is shot in a way that allows the audience to look at your eyes, the audience will automatically feel at ease, and they want to trust you and listen to you carefully.

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Being able to see your eyes makes the audience feel like they know you. If they cannot see your eyes clearly, they will usually disengage and stop watching. Since 'watch time' is the most important aspect of YouTube's algorithm, this can be a critical aspect of creating impactful instructional and how-to videos.

## **MID-LEVEL SHOTS**

In order for the audience to see your eyes and make this emotional connection to you, it is very important that the camera is zoomed in pretty close and you are filmed with a tight shot. Rather than attempting to capture a whole body shot or a shot that is too tight and uncomfortable, go for something in the middle. Close in on the shoulders and chest. This allows for enough room to move your head and arms within in the screen, but it is close enough to show the whites of the eyes.

## **KEEP THINGS CHANGING IN HOW-TO VIDEOS!**

It is also recommended that you keep changing the scene every 5-10 seconds as the audience will eventually get bored or distracted watching the same shot for anything longer than that. It can be difficult to stay focused and engaged, especially while trying to learn something new during how-to videos. All too often, an audience will simply begin to tune out (remember those days in school?). They may be watching but they won't really be listening. It is a good idea to keep their attention by showing different material, graphs charts, images, or even a sudden sound to create interest. Keep them engaged. You don't want them just playing your video in the background while they browse other tabs. So it is extremely critical to re-engage the viewer and refresh their brains while they learn to prevent the slow fade out.



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With these simple tips, any **freelance video professional** will be able to produce infinitely better how-to videos or video tutorials that will **increase views and engagement** and be more popular with the audience.

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## Using Adobe Voice to Make Explainer Videos

### Now Even The Newest Entrepreneurial Filmmakers Can Easily Get Into Making Explainer Videos Using Adobe Voice

*“Adobe jumps into the explainer video world with Adobe Voice: a new iPad app that will be able to help companies with limited resources make their own animated videos. Karina Sacco, CEO for Yum Yum Videos, an explainer video production company, reveals how beginners and start-ups can find their first step into animated marketing videos through this eye-catching tool.”*

I've been using Adobe Voice now for a few months to make videos quickly and with zero overhead expense. Our popular [How to Make Money on YouTube](#) video was used using this app as well as this light-hearted video I posted to my [personal blog](#):

My only real gripe is that Adobe gives you no easy way to download, distribute or keep your own video. In order to get this video onto [my YouTube channel](#), I had to screen capture it first, render, then upload the video. So from a [video marketing](#) perspective the videos are easy to create but the distribution leaves much to be desired.

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Buenos Aires, AR (PRWEB) 2014

Karina Sacco, CEO for Yum Yum Videos, an [explainer video production company](#)– described Adobe Voice, the recently launched free app by Adobe, as a

“very interesting first step for entrepreneurs and companies with limited resources into the fascinating world of animated marketing videos.”

Explainer videos are the new thing in marketing, and nearly every major company has launched their own as a result of the many rewarding benefits that this tool delivers. Explainer videos are usually requested as a marketing strategy to describe a new website or product, display an original project or even as a direct call-to-action towards purchase.

These products are working so well for business purposes that even global brands, like Adobe -responsible for Photoshop, After Effects and Premiere, among others- are falling for explainer videos, even creating their own explainer-video-software.

Animated video production specialist, Karina Sacco, claims Adobe Voice stands out for being a “particularly good app, with wonderful results and an equally inspiring tool for beginners.”

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Video production has already taken over companies' websites, blogs, mailings and social networks, becoming an essential marketing tool. Therefore, this Adobe app can help young companies catch-up and make their own animated explainer videos. As Sacco points out, "In times when online video guides the benchmark for every company, the arrival of new creative software is always welcomed."

Adobe Voice (available on the iTunes App Store) basically helps in making videos through a few guided steps. The key aspect of the app is that it displays easy-to-use software design, resulting in free, effortless and user-friendly products.

The app offers an initial template choice between "promoting an idea", "telling a story", "teaching a lesson", "explaining something", and so on. Then, it leads the user to a wide library of icons and fonts, and also allows users to select pictures from Dropbox, Facebook, cloud-storage or private reels. The "Find Photos" option even searches for Creative Common-licensed images on the web.

The next step is to add a voiceover by holding down a microphone button. Users are essentially granted infinite takes to record their voiceover. Next, a voice-smoother (similar to auto-tune software) turns every speech into professional-sounding narration. The slide format, soundtrack and theme options can be found on the final stage.

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Finally, the app invites the user to share the video on Facebook or Twitter and, additionally, send it by email or text message. One noteworthy drawback is that it is impossible to save the resulting video as a file on the computer, although it does let the user embed the video link on blog or website."

Overall, Adobe Voice can be a great app for startups and companies with moderate resources in order to learn the basic know-hows of animated video production and eventually venturing into the thriving world of explainer videos.

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## What is Video Freebooting and Can It Be Prevented?

While “Freebooting” has been a term used interchangeably with piracy and plundering for a few hundred years, a modern definition of “Freebooting” is the act of taking digital media and uploading it as your own without the content creator’s permission.

It is essentially digital plagiarism and, most often, online content piracy is the outright theft of intellectual property. A modern day example of freebooting includes downloading popular videos from YouTube and then uploading those videos to another channel, website or other social media accounts not owned by the copyright owner.

Destin Sandlin, creator of the hugely popular YouTube channel SmarterEveryDay, explains the concept of freebooting via his Smarter Every Day Facebook Freebooting video in a way that even his youngest children can understand while taking Bauer Media Group to task with his assertion that they freebooted video content edited out of his channel’s most popular video.

In the example above, Destin claims that his video content was taken and uploaded to Bauer Media Group’s Facebook page; that video was eventually taken down after numerous and repeated complaints. Of course, his story is really nothing new.

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## Digital piracy is alive and well on the Internet.

People ~~freeboot~~ steal and repost popular online content for a number of reasons:

- Channel revenue earned on video views
- Advertising revenue
- To obtain new YouTube channel subscribers and followers on other social networks
- Branding, popularity and name recognition
- **The thief completely lacks talent, ability and morals.**
- And in the case of Facebook's EdgeRank algorithm, increased organic views in fans' newsfeeds; popular posts are shown to more users and the increased engagement (likes, comments and shares) in turn helps future page posts with higher organic reach.

Of course there are many other ways to **make money on YouTube**, but the theft of a video creator's intellectual property means that he or she is losing potential views, revenue, subscribers, etc. His or her professional reputation may be adversely affected, too, because the video and **sound quality** may be degraded or be taken out of context and used in a manner not at all consistent with the subject or the producer's vision. Freebooting is obviously devastating to some YouTube channel creators whose primary income comes from revenue earned on the number of video views and the ads displayed through the YouTube platform.

The question becomes...

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**“How can I prevent my videos from being copied and reposted without my permission?”**

Unfortunately, in this day and age, you cannot prevent the freebooting of videos. In fact, it's only going to get worse.

Why? First, Facebook is clearly in pursuit of YouTube recently announcing, *“Since June 2014, Facebook has averaged more than 1 billion video views every day. On average, more than 50% of people who come back to Facebook every day in the US watch at least one video daily and 76% of people in the US who use Facebook say they tend to discover the videos they watch on Facebook.”*

YouTubers are reporting that Facebook isn't playing nice with direct links to YouTube videos. The assertion is that a direct link to a YouTube video most frequently won't show up in their friends' newsfeeds but a video uploaded to Facebook always does. If Facebook's primary goal is to get you onto their site, where they can serve you ads, and keep you there, so they can serve you more ads, why wouldn't this be true?

It's also hard to argue with Destin's example of a viral video that took 4 years to gain 5 million views on YouTube but only taking 4 days to receive an equal number of views on Facebook. For people and companies trying to get increased organic post and page views, posting a link to great YouTube video content is no longer effective, but stealing and uploading it to Facebook increases the odds it will be seen and massive traffic might be generated.



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Secondly, Twitter is revving up it's own video host engine right now and I have to believe that they will give preference to natively hosted video, too.

**While you cannot stop freebooting entirely, you can adjust your content creation, sharing and revenue strategies. The Smarter Every Day Facebook Freebooting video proves it.**

**Here are 6 tips for combating the freebooters and getting the most out of your video content:**

## **1. REEVALUATE HOW YOU ARE EARNING REVENUE WITH YOUR VIDEOS.**

Video content creators are going to have to get smarter about their monetization strategies and how they deploy them in-video, rather than on the page or host that serves as the home for that video. Video views have never really been a viable revenue strategy. You have to get an extraordinary number of in-channel or embedded video views to even begin to make a part time income on YouTube and you cannot make money, at all, via views on Facebook or Twitter. Instead, many video creators hope that if they post enough videos, one of them might go viral and they'll make money through licensing or views. This is a lot like winning the lottery and I don't know any successful entrepreneurs who have succeeded in a business focused on playing against those sort of odds. If you are in the **business of making your own video content**, you likely already know that you have to have a different revenue model altogether.

**You're either selling your own products, selling someone else's products or brand building so that you can do one of the two.**

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This is another subject entirely and one we'll cover soon in Video Entrepreneur Magazine. Smarter Every Day is the perfect example of this strategy because of the way Destin expertly weaves his sponsors, partners and affiliates into his videos. I'm going to guess that Smarter Every Day is making way more money via affiliates and sponsorships than views and any display advertising against those views.

## 2. HAVE A CLEAR GOAL IN MIND WHEN PLANNING AND CREATING YOUR VIDEOS.

Business video content should always communicate a specific purpose and it should be clearly stated, even if that purpose is meant only to increase your number of YouTube channel subscribers. Communicate in the video what you want your viewers to do and spell it out for them:

- *“Go to my website at <https://VideoToOrder.com> right now and get our invitation only pre-launch access pass...”*,
- *“When you are done watching this video, call me directly on my personal number, (000) 867-5309, which you see at the top of this website, Vtrep.com.”*,
- *“Please don't forget to give this video a thumbs up, leave a comment below and don't forget to subscribe to my YouTube channel at [YouTube.com/VtrepMag](https://www.youtube.com/VtrepMag).”* or
- *“Click the like link below this video, share it with your friends and don't forget to like and leave a comment on my page at [Facebook.com/VtrepMag](https://www.facebook.com/VtrepMag).”*

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This will help defray any potential losses against the casual freebooter who is not going to take the time to edit out your calls to action, web addresses and other identifiers. It also ensures that viewers of freebooted content know where to go and find the rest of your content. You have to say it in the video and you should reinforce that message with a graphic element of some sort.

**This is also a FANTASTIC tip, if you know that your video may be properly embedded into other people's websites.**

The overwhelming number of the most popular videos have nothing to do with a marketing message or an intent to drive traffic to a website. They are, instead, those spontaneous moments when you happen to catch your kids doing something hilarious or the cat is chasing the laser pointer again. There was zero planning involved. But, and this is going to sound a bit counterintuitive, if you find your videos have been hijacked first ask yourself the question, "Has this helped me or hurt me?" before doing anything about it. Does this extra attention or exposure potentially advance your goals? If you have communicated your intention or call to action clearly in the video, could you benefit in the long run and is your video's purpose being served? Someone raised the question with Destin in a video comment as to why he was angry about the situation if his videos were meant for the greater good of education. His reply was simply that the infringers had stripped out all of the educational content, otherwise he has never made a big deal in other instances when he found his educational content had been freebooted.

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## 3. CREATE “PURPOSE BUILT” CONTENT AND UPLOAD IT NATIVELY.

By “purpose built” content I mean simply that you should take a little extra time and create versions of your video that keep the native player or video host in mind. It makes no sense to ask a user watching your video on Facebook to “thumbs up and subscribe” when the correct call to action is to “like and share.” Additionally, it makes no sense to include these social media calls to action if you’re going to put your video on a website (in which case using a business video host or native video player is a better option than uploading and embedding it using YouTube).

Countless studies prove, hands down, that more video is watched and gets better engagement when viewed natively on their host. This is to say that YouTube videos get better results when viewed on YouTube and videos uploaded to Facebook get better results when viewed by Facebook users. The same will be true on Twitter, so *“don’t forget to retweet this video to your followers and be sure not to miss my next video by following me @lscottharrell if you haven’t done so already.”*

**You get the point.**

## 4. BRAND YOUR VIDEOS.

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Add a video intro, outro and video logo to your video while editing. All but the most committed freebooters will leave that intact and not attempt to edit them out or obscure the mark.

Be sure to add a copyright notice in your outro, so that an infringer cannot hide behind excuses like, “I didn’t know who the video belonged to…” or “I didn’t know the video was copyrighted…” or “I thought the video was in the public domain…” Editing a video to remove a watermark or copyright notice is, in my mind, a clear indication of the intent to conceal the identity of the copyright owner and deprive that owner of any benefits stemming from the use of their property.

*No quarter will be given.*

## **5. USE DIGITAL MILLENNIUM COPYRIGHT ACT TAKEDOWN NOTICES CORRECTLY.**

I think you should always try to negotiate with the infringer first. Oftentimes they may balk at removing the video, even if they say they will, but most often they will readily include backlinks and give credit back to your website, channel or from wherever they swiped your content. Keep in mind that the balance may be tipped in your favor whether the infringement is doing more good than harm if the pirate is willing to meet you half-way. One of the best sources for traffic here on Vtrep.com is from a website that originally swiped my [Make Money With Drone Video](#) article when I asked the owner of the website to include the live links posted in the article and to give credit where the article was originally posted.

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If the video is doing more harm, the infringer isn't being responsive or you just cannot stand that your content has been stolen and repurposed by someone else (completely reasonable), then your next best option is issuing a complete and accurate DMCA takedown notice. I am not an attorney and there are lots of great articles on the subject floating around the Interwebs. My favorite DMCA article is posted by attorney Carolyn E. Wright on the [National Press Photographers Association website](#). It includes very important considerations about the DMCA, a sample letter and information about determining where to send the takedown notice as well.

**If we're talking about big money or big losses, don't be afraid to get an intellectual property attorney involved.**

The key to combat freebooting is branding your videos, creating "purpose built" versions of the video specifically for YouTube, Facebook and other video hosts and incorporate conspicuous calls to action, credits or sponsorships into the video in a way that they cannot be easily removed. Any attempt to then remove the branding or your message then becomes clear evidence of intent to steal intellectual property. At that point use any and all legal resources at your disposal.

**6. WHEN ALL ELSE FAILS, TAKE YOUR COMPLAINT TO THE COURT OF PUBLIC OPINION!**

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Let's be honest for a moment, the Smarter Every Day Facebook Freebooting video is not only an effective education video but it is a brilliant broadside cannonade, too. Destin has certainly made his point with Bauer Media Group; their Facebook page is getting a proper thrashing right now as a direct result of the video. The vast majority of people online believe that stealing and using other people's work as their own is flat out wrong. *It just so happens that many of them also love to mete out well-deserved punishment.*

**It seems that publicly hanging pirates has never lost its appeal.**

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## 3 Tips to Get Over the Fear of Being on Camera for Video Content Creators

Getting over the fear of being “on camera” is often the hardest part of beginning to create content for new filmmakers and anyone **becoming an entrepreneurial filmmaker** who chooses to step into the spotlight and give a performance on video.

THE SAME IS ABSOLUTELY TRUE FOR SHARING YOUR VIDEOS WITH OTHERS - ESPECIALLY FRIENDS AND FAMILY!

- *“What if they don’t like my hair?”*
- *“My voice sounds terrible!”*
- *“What if someone doesn’t like the way I speak or says that my accent is funny?”*
- *“What if they leave really bad comments under my videos? I’ll be humiliated!”*
- *“What if, what if, what if!!!?????”*

Most often this fear is a result of **the anticipation of** being judged poorly, **Internet trolls**, self doubt and the negative talk going on inside of our own heads.



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Well, what if all of that negative stuff doesn't ever come true? You will have missed out on countless opportunities because you chose to give into your imagination and worry.

I have this fantastic, and very appropriate, quote I refer to often called *Man in the Arena* by Theodore Roosevelt I want to share with you:

“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.”

Once you've gotten over the fact that:

1. You are your own worse critic.
2. There is no such thing as the “perfect video.” **Get over the need to be perfect!**
3. There will ALWAYS be trolls and haters out there picking apart every performance and criticizing those who dare to take massive action by putting themselves “out there.” Don't worry about them, count them. You're doing something right!

# The Amateur's Big Book of Shooting Video With Almost Anything and Making It Look Amazing!

then...

**You can use these three proven tips to get over your fear of being on camera, or sharing your finished videos with others, and give your best performance:**

## **BREATHE IN... AND DON'T FORGET TO BREATHE OUT!**

This simple trick is passed along from some of the best film acting teachers in the business. The first and most important tip to getting comfortable in front of the camera is breathing. This is a little harder to do-with nerves, excitement, and perhaps a little pressure to ensure the filming process runs smoothly, it can become hard to remain zen. If you are really tense, try concentrated meditation for five minutes in a quiet place. Refocus your thoughts and feel more grounded. Connecting to your sense of self breeds confidence, relaxation, and the ability to look natural once the film starts rolling.

## **IGNORE OR ACCEPT THE CAMERA'S PRESENCE**

There are two ways to work a camera-you can either accept it or ignore it. Only you can really determine which strategy will work best. Ignore the camera by doing just that-look just past the top of the lens. Unless specifically requested, you shouldn't be looking directly into the camera anyways. Additionally, embracing the experience can be just as helpful. You've prepared enough and have a dedicated team that is also committed to producing a quality product. They are on your side! Take comfort in knowing this and accept the situation.

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## REFOCUS YOUR ATTENTION

If you're still a little nervous about being in front of the camera, try refocusing your attention. Don't make your shoot a challenge. Allow the idea that this process can be enjoyable for you. Chances are, if you're really stressing about the details it's more than likely you're experiencing some bigger issues based in the primal fear of being watched. Focus on what your presence here is really is about-getting the best shot necessary. When you realize that this is not really about 'you' as a person but the film piece itself you can relieve yourself of unnecessary pressure. Refocus your thoughts and actions in order to do what needs to be accomplished.

Need some more inspiration? Check out [this speech](#) by Brené Brown titled *Why Your Critics Aren't The Ones Who Count*, in which the author and vulnerability researcher shows us how to deal with the critics and our own self-doubt by refusing to "armor up" and shut ourselves off.

"Not caring what people think," she says, "is its own kind of hustle." Instead we must "reserve a seat" for the critics and our own self-doubt. "Tell them, I see you, I hear you, but I'm going to do this anyway."

**So, aspiring amateur filmmaker, go do exactly that and DARE GREATLY!**

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I am the founder of VideoToOrder.com, an online marketplace where buyers can find freelance video professionals who create, edit and market all types of video content for them.

I am also the Executive Editor of Video Entrepreneur Magazine, an online magazine for freelance video professionals who want to make money by making videos, editing, marketing and related business services.

My primary interest is meeting the burgeoning demand for video content; specifically, custom video content creation across a sweeping range of needs and budgets.

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