

## Phone content production system

Modern phones will allow you to produce high quality images and video on a zero budget. You will need to learn how to use your phone camera as well as photography principles and a little bit of editing.

Regular practice, play and experimentation are key to improving your skills. Setup a separate instagram account and set a goal to post a video or photo every day.

Each day apply a new concept or improve on something and you will soon become fluent in the basic skills of low cost content production.

A key skill to focus on is shooting to reduce or remove editing which is a key barrier for people publishing video. This also creates a faster and more efficient system.

### Required

- Mobile phone
- Internet
- Laptop
- Image editor software
- Video editor software

### Mobile phone

- Learn your camera software and settings
- Turn on instant camera open

### Planning

- Learn what your target platform requires
- Format - Landscape, portrait, video
- Story
- Perspective
- Location/time
- Interview or event - use multiple phones

### Setup

- Select position and perspective
- Plan Composition eg Rule of Thirds, Leading Lines, Symmetry
- Check light and background
- Check frame for clutter
- Sort tripod or solid base
- Ensure free movement if panning or traveling
- Check phone settings including resolution
- Clean your lens

## Ready to shoot

- Refine Perspective
- Refine Composition
- Refine Light
- Direct your people
  - Make them comfortable
  - Check Face and body language
- Focus - tap for focus

## Shoot

- Keep still and calm
- Lots of shots - then some more
- Capture shots using correct formats for target platforms
  - Or take both landscape and portrait
- Play/experiment
- Slow video movement
- One shot video - film multiple times to avoid editing

## Move images to desktop

- Use a file sharing service such as Dropbox or Kdrive
- Unless you prefer using phone only

## Shortlist

- Final selection for target platforms

## Edit

### Image editor software

#### Essentials

- Crop
- Resize
- Export to required formats

#### Next level

- Adjust exposure and contrast
- Color correction
- Sharpening
- Retouching

## Video editor software

### Essentials

- Cut head and tail
- Edit
- Combine files
- Export to correct format

### Next level

- Adjust exposure and contrast
- Color correction
- Sharpening
- Retouching
- Motion effects

## Pre-publish

- Create supporting copy/links/CTA etc
- Produce Subtitles/text overs etc

## Publish

- Instagram prefers posting from phone so move final images back to phone
- Or use a social media manager such as [Social Bee](#) to manage bulk publishing for the future

## Optional accessories

- Microphone (priority if interviewing) eg [Rode](#)
- Tripod / Selfie Stick
- Remote shutter control
- Gimbal
- Portable lighting set-up
- Portable battery pack
- Drone