<u>For videographers</u>:

- Follow the Action

If you know that the scene you are filming horizontally will also be cut to vertical, you can make it easier for the editor to edit it.

If you are shooting an object in movement, follow the movement. Don't keep your camera in the same position while the object is in motion because, more often than not, the editor will have to pan to make sure everything is in frame.

- Look for Vertical Elements

Another way of helping your editor is to look for a place that has vertical elements on it and is a possible focal point for the vertical edit. (ie. like buildings, human bodies, trees …)

<u>For Editors</u>:

**Framing

- Panning

Many landscapes, like beaches and fields, aren't vertical-friendly. They are difficult to fit in a vertical screen, if we compare to a building or a human body, which are naturally vertical. To show these images on a vertical screen, we can pan left-right or up-down to show the totality of the scene.

- Focus on One Point

Remember that with mobile, the simpler and more straight to the point your message is, the better user experience.

- Faces

Faces are vertical and everything that is vertical does well on mobile.

Because the mobile phone is such a personal device, we tend to empathize more frequently with the content that we see there. Faces show emotions (or lack of emotions) and are easier to connect with.

** Using text on screen

<u>Ask yourself</u>:

Which place in this image is less noisy so that I can put my text there and not compromise readability?

- Contrast

The background should be as "clean" as possible to create enough contrast between image and text to read it well.

- Break Up your Text

Another good way of thinking about text for vertical video, especially if you are dealing with time limitation (Instagram Stories and Snaps), is to break up information.
There are many advantages of doing this:

It improves readability. Less text means a cleaner image.

Makes the reader less anxious. The longer the text, more pressure on the reader to read everything fast, especially if he/she knows there are only 10 seconds.

Easier to digest information. Providing these bits of information makes it easier to absorb what's in the text and to comprehend the action that is happening in the video.