## 13 Tips for Capturing Your Wins

1. If you are using a mobile phone to shoot the footage:
    a. Apple Users: Use an iPhone 6 or better for shooting in HD format with motion stabilizer on.
    b. Android Users: Android-based phones must have been purchased in the last two years and used to shoot in 1080HD or 4k.
2. When doing panning shots, use SloMo mode to smooth out the pan.
3. If possible, consider using a phone tripod mount and a tripod. There are several that are relatively affordable and available on Amazon.
4. Do not shoot video vertically. Hold the camera horizontally.
5. Do not worry about capturing audio for footage that will be used as b-roll to underlie a narrator or music.
6. Consider investing in a mic for quality audio for video that will not be used for b-roll.
7. Capture still shots of 1920x1080 resolution or better. Higher resolution is preferred as it will allows editors to add motion to the imagery. Photos are preferred in horizontal orientation.
8. Do not use digital zoom on your camera–it tarnishes the quality of your image. If your phone is equipped, you can use optical zoom instead. Rather than zoom in and out, physically move yourself into position to take the photo or video. Sometimes this does not work for an event, in which case professional equipment may be required.
9. When taking a photograph or video outside city hall with your city's name in the shot, make sure it's readable, solid and spans the entire name.
10. High-resolution photos or panning video of iconic elements in your city are best at least at 1920x1080 resolution.
11. Aerial shots of your city should also be at 1920x1080 resolution or better.
12. Low light is a killer for most smartphone photos. Look for and evaluate lighting whenever possible.
13. Consider acquiring a gimbal for your smartphone for any video work you do. These act like highly-mobile tripods and while they are not cheap, they yield great results.