



# CONTENT CAPTURE GUIDE



*Whenever possible, QUAD A's Agency of Record will hire and coordinate with a team of professional photographers and videographers for capturing complex content depending on location and budget. However, we may rely on our accredited facilities to provide those assets when the need for a professional team is either out of scope or unnecessary for the project. For those cases we've developed this handy little guide that will help you deliver the best quality content possible.*

Links to Helpful Videos:

**[How to Take the Best Photos with Your Smartphone](#)**

**[10 Mobile Videography Tips For Beginners](#)**

**[20+ iPhone Photography Tips & Tricks](#)**



## RULE #1: TURN YOUR PHONE SIDeways

Unless capturing for the specific need of a vertical video or portrait photography, you should always shoot photos and video in landscape/horizontal orientation.





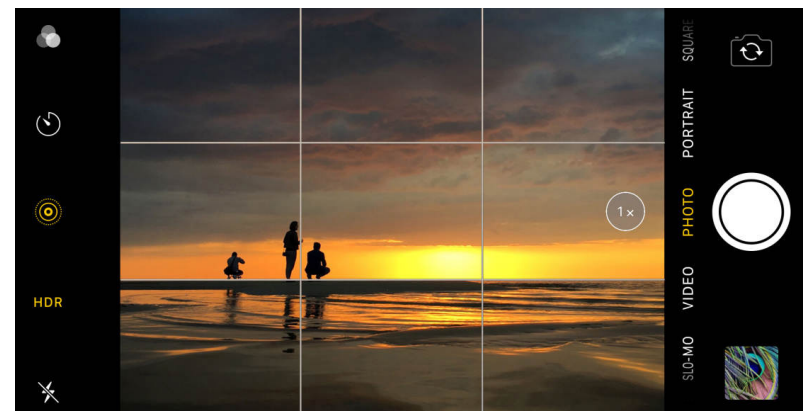
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# TIPS FOR TAKING PHOTOS

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- *Use natural light whenever possible. But avoid too much direct sunlight.*
- *Take more than one photo: multiple photos allow for more quality photos to be taken, rather than just having one or two blurry photos to use.*
- *Find unique perspectives: Perspectives can change/help the way an audience receives your message.*
- *Get up close to an object or action. Let the audience see what is happening.*
- *Get higher (use a ladder, stool, etc.) or lower than your subject; this is great for showing up close images of subjects that may be larger than your frame.*
- *Use the Zoom feature for further away objects or to get a wider angle for a more dynamic shot.*
- *Use the Grid feature for a straight and well balanced photo. Either place your subject on the left or right side of the grid or in the center.*

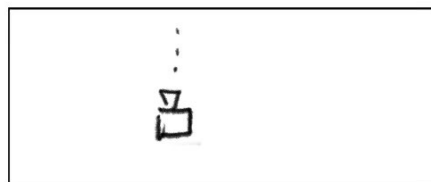




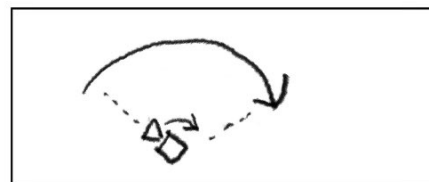
# TIPS FOR SHOOTING VIDEO



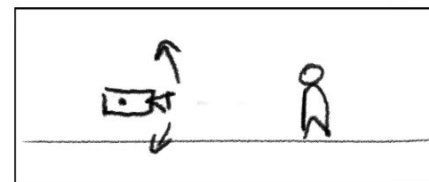
- *Use a tripod whenever possible*
- *Use standard camera movements*
- *Use two hands when filming for better stabilization*
- *Get to a higher vantage point when videoing events, people working in an area, etc.*
- *For better audio, use a secondary smartphone as a microphone to get it closer to your subject*
- *Always transfer footage (see last section). Never text or email video files from your phone to prevent compression and loss of quality*
- *Avoid distracting noises and background movement while shooting*



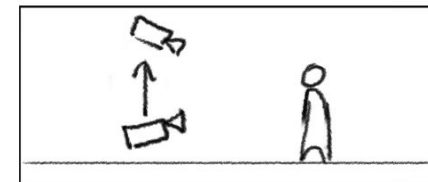
STATIC



PAN



TILT



Boom



# — **HOW TO DELIVER PHOTOS & VIDEOS** —





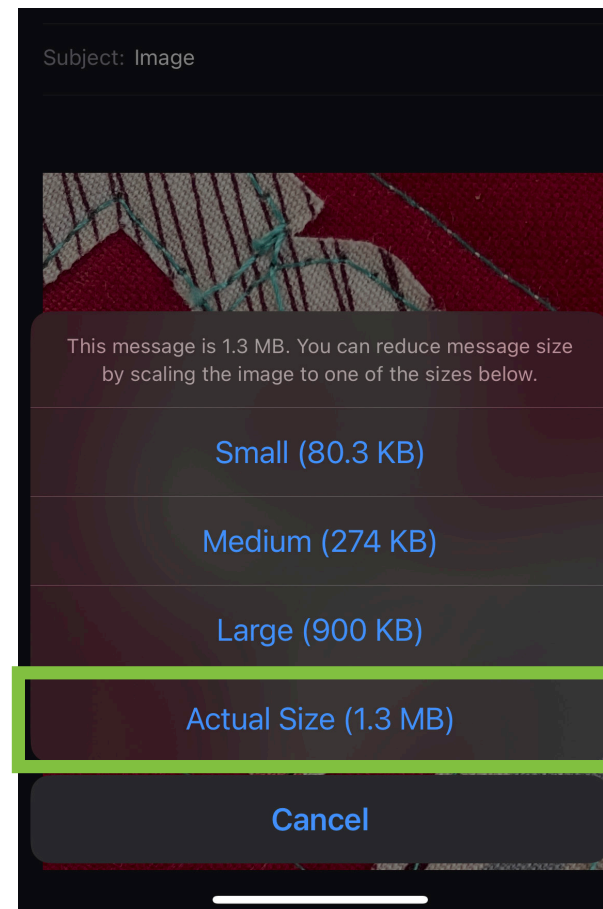
***Always send images and videos in a large format file. This allows for the best quality when transferred to us for use.***

### ***How To Email From iPhone:***

- *Open the Photos app > Tap the Select button in the top right corner, the select the videos or photos you wish to send > tap the Share button > tap Email*
- *Open the Email app > Tap above the keyboard, then choose a photo or video. Tap to return to the email.*

### ***How To Email From Android:***

- *Open the Photos app > Tap and hold the videos or photos you wish to send > tap the Share button > tap Email*
- *Open the Email app > Tap Paperclip icon above the keyboard, then choose a photo or video to send*





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# SHOT LIST GUIDE

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**General:**

- *Full shot of facility*
- *Interior shots of main facility rooms/areas*
- *Any signage outside of facility*
- *Staff interacting with patients*
- *Physician holding Certification*
- *In-office activities, and events*
- *Any and all images showing the QUAD A Branding in use*
- *Staff posed holding certificate or branded merchandise/signage*

