

Mobile video kit

What you need

- A smart phone
If using an iPhone you will need a Jack adapter



- A lapel microphone

- A Tripod

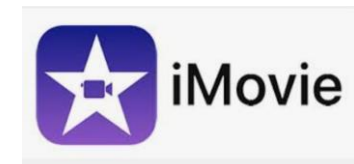


Editing Apps

Android



iPhone





Branding

It is important that the videos we produce are consistent across the health services to build trust with our audience.

For this purpose, we have produced Video Branding and Style Guidelines.

This guide will take you through edit construction including where to place logos and subtitles. You can download guidance templates from the relevant sections.

Video best practice guidelines

Our Video Best Practice Guidelines are here to help you plan and execute your video.

You'll learn about setting objectives, writing a brief and why accessibility is so important.

This section takes you through the entire process - pre-production, the production itself and post-production. There is also guidance on how to distribute and promote your video