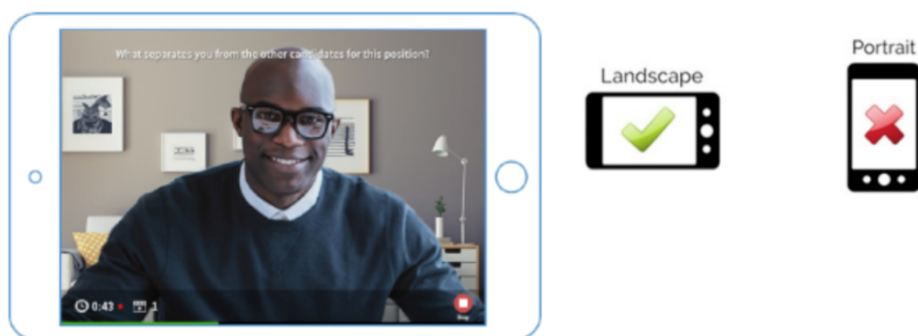


TIPS FOR TAKING A VIDEO FROM YOUR MOBILE DEVICE

1. Film in landscape mode (sideways).



2. Avoid a completely blank background.
3. Have good front lighting, avoiding the sun shining directly behind and silhouetting you.
4. For this video, look directly into the camera lens, like you're talking to someone looking at you. Avoid shifty eyes as they mean uncertainty.
5. Make sure it is quiet with no empty echoes, buzzes or hums.
6. Put your mobile on airplane mode to avoid message alerts and beeps that can ruin your audio.
7. If possible, use a separate microphone such as a shotgun mic for better sound quality or mobile phone microphone accessory.
8. Place your phone somewhere stable and high (eye level) – and look into the camera. Use a tripod to avoid camera shake.
9. Don't be in a hurry to start - press record, compose yourself and then speak. Take your time at the end as well; having this extra footage helps editing. We will trim out the unglamorous bits, we promise!
10. Check your playback to be sure you can see and hear the footage clearly.
11. Please ensure that you do not frame yourself too tight - we prefer a shot that clearly starts from chest level upwards. Be careful not to crop off your forehead.
12. Ensure you are framed directly in the middle.
13. Our preferred recording setting would be 1920 pixels x 1080pixels. Please use the highest recording resolution possible.