



Discover the secrets of shooting stellar smartphone sizzle and highlight reels at **Lucihub Academy!**

Even in a short sizzle or highlight reel storytelling is essential. Craft a narrative arc that communicates the key message or theme effectively. Whether it's showcasing a product's features, highlighting the success of an event, or telling the story of an individual's journey, a strong narrative thread can captivate the audience and keep them engaged throughout.

What's the story?

- Capture footage that shows where the event is taking place, signage of the location or the name of the event, interior or exterior shots of the building or location.
- What's the highlight of the event? It will appear in the middle of the reel
- What's the shot to close out the sizzle: People waving goodbye or leaving the location, a wrap up dinner with colleagues, holding an award, departing shots?
- Shoot with intention: Supply multiple 10-20 second clips of footage and avoid longer shots

Experiment with Perspectives:

- While shooting with a phone, explore various perspectives to capture diverse angles.
- Try shooting from different heights (low angle, eye level, high angle) to change the viewer's perception of the subject.
- Experiment with shooting from unconventional angles, such as overhead or through objects, to add creativity to your footage.

Use Accessories and Stabilization:

- Invest in accessories like smartphone tripods, gimbals, or mounts to stabilize your shots and expand your shooting possibilities.
- A stable base can enable you to capture smooth, professional-looking footage from different angles with ease.
- Experiment with mounting your phone in different positions and angles to achieve dynamic shots without worrying about shaky footage.

Framing

- Consider the composition of each shot and placements within the frame.
- Ensure your audience is fully visible, avoiding any inadvertent cropping of limbs or the head.

Test Shots

- Conduct test shots to check lighting, framing, and audio before the actual filming begins.
- Adjust settings and make any necessary changes to improve the quality of your footage.

Multiple takes

- Don't be afraid to do multiple takes to ensure you capture the best performance and footage possible.

Review footage

- Periodically review your footage during the shoot to identify any issues or adjustments needed.

Remember, your message is important and with a little preparation, the right tools, you can make sure it's received loud and clear. For more information on how to take your videos to the next level, please visit the Lucihub Academy on [Lucihub.com](https://lucihub.com).

Lucihub's Recommended Gear List

Your content is your voice – ensure it's heard, clear, and memorable! Here's our recommended gear list to enhance quality and impact:



[DJI Wireless Lavalier Mic](#)



[Shure Lavalier Lapel Mic](#)



[VideoMicro rodes Compact On-Camera Microphone](#)



[Rode Wireless GO 2 Digital Microphone](#)



[Sunpak 19 Inch Bi-Color Ring Light](#)



[Zhiyun Smooth 5 Smartphone Gimbal Stabilizer](#)



[DJI Osmo Mobile 6 Gimbal](#)



[hohem iSteady M6 Kit Gimbal](#)



[7.7 inch Phone Teleprompter Kit](#)