Think about the shape of your TV screen and how it's wider than it is tall. Think about your computer screen that you stream videos on -- it's also wider than it is tall. Think about when you watch a video from YouTube or Vimeo on your phone and how when it goes “full screen,” the video gets played back wider than it is tall.

The reason for this is because video naturally looks better when it is in landscape or “wide screen” than it does when it’s in portrait. **Be sure to make your own videos in landscape!**

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**How to Hold Your Phone Correctly When Filming With Your Smartphone**

**Portrait Orientation**
People will cry if you film like this.

**Landscape Orientation**
People will not cry if you film like this.