



FIELD GUIDE / V1.0 / 9:16 / PHONE-FIRST

Vertical screencast checklist

A repeatable setup for developers, DevRel, and technical marketing teams.

CAPTURE

9:16 / 1080×1920

CLARITY

large code / close mic

CONTROL

stage / check / ship

THE STANDARD

Record for the phone from the beginning. Narrow capture, oversized code, close audio, protected safe zones, and a pre-staged demo beat a rescue edit every time.

PROJECT / SERIES	OWNER	RECORDING DATE

Use this sheet before the first take, during capture, and again before publishing. If a box is still empty at the end, the video is not ready to ship.

QUESTIONS / hello@tcv.studio

01-03 / BUILD THE SOURCE

Make the footage easy to use

The edit should clarify the idea—not rescue the recording. These three passes protect the source before it becomes a post-production problem.

01 / before you record

- ☐ One-sentence promise is written: after this, the viewer can _____.
- ☐ The first two seconds show the result, the error, or the before / after.
- ☐ One idea is selected. The clip is not trying to be a conference talk.
- ☐ Dependencies, servers, test data, API keys, and browser tabs are ready.
- ☐ Notifications, personal tabs, autocomplete, and secrets are hidden.
- ☐ A checkpoint or git branch exists for each demo state you may need to revisit.

02 / capture setup

- ☐ Final format is chosen: native 9:16 or a deliberately narrow capture region.
- ☐ Target export is 1080×1920 MP4; source resolution gives you enough punch-in room.
- ☐ Editor font is large: start around 18–24px equivalent for vertical video.
- ☐ Code wraps at roughly 40–55 characters; minimap and unnecessary panels are hidden.
- ☐ Important code, captions, and logos stay inside the central safe region.
- ☐ Cursor is visible and moves deliberately; zooms are reserved for the lines that matter.
- ☐ Mic is 4–6 inches away, slightly off-axis, with fans and HVAC under control.
- ☐ A ten-second audio test is recorded and playback is checked before the real take.

SAFE-ZONE RULE

For a 1080×1920 master, keep essential content below roughly 270px from the top, above roughly 672px from the bottom, and clear of the right-side interaction rail. The usable center is smaller than it looks.

03 / during recording

- ☐ Show the payoff before explaining the setup.
- ☐ Record short matched sections instead of one long take.
- ☐ Move the cursor with intent; pause before changing the screen state.
- ☐ If a sentence goes wrong, pause and redo it. Do not bury the clean take.
- ☐ Read commands, package names, and API terms exactly as they appear.
- ☐ Mark a useful take immediately so nobody has to rediscover it in the edit.

04-05 / FINISH AND SHIP

Protect the viewer's attention

A vertical technical video succeeds when the viewer can read the screen, understand the point, and keep listening. The final pass is about removing friction, not adding decoration.

04 / edit + captions

- ☐ Dead air, false starts, and duplicate takes are removed before polish is added.
- ☐ Zooms are purposeful—usually 2–3× for the code moment that needs attention.
- ☐ Captions are burned in above the bottom platform UI reserve, not in the lower third.
- ☐ Every command, product name, library, and technical term is checked manually.
- ☐ Caption contrast survives a phone screen and muted playback.
- ☐ Voice is clear and consistent; enhancement is used as rescue, not as a substitute for good capture.
- ☐ File names and versions make the handoff obvious to the next person.

05 / FINAL GATE

Pre-publish QA

- ☐ Export is a clean 1080×1920 MP4 with no platform watermark.
- ☐ The first two seconds make sense without context or sound.
- ☐ The export is watched on a phone once muted and once with sound.
- ☐ Code remains legible after compression; no critical content is hidden by UI.
- ☐ Captions, logo, picture-in-picture, and CTA do not collide with safe zones.
- ☐ The description and call to action point to the next useful step.
- ☐ The clean master, project file, captions, and notes are archived together.

ONE-MINUTE RESCUE

If the export fails the phone check, do not start with color or transitions. Re-record the narrow screen, enlarge the code, move the captions up, or fix the mic position. Source quality is the shortest path out.

Reference points

Platform guidance: [Meta safe zones](#) · [TikTok specs](#) · [YouTube Shorts specs](#)

Need the production system behind the checklist? [TCV Studio / DevRel video production](#)