

SHOOTING IPHONE VIDEO

BEST PRACTICES

1. SETTING VIDEO QUALITY

Shooting your videos in high resolution is critical. Before recording anything with the built-in iPhone CAMERA APP be sure to set your recording quality first. Here are the steps...

Go to **Settings > Camera**, tap either **Record Video** or **Record Slow-mo**, and select your preferred resolution from the listed options.






Choose any of the highlighted options. Keep in mind that the higher the resolution and frame rate (FPS), the more space the finished video will take up on your iPhone.

2. SHOOTING HORIZONTAL OR VERTICAL?

Shoot all your videos horizontally unless the specific app you are using, like Instagram, calls for vertical shooting.

3. STABILIZE THE CAMERA

No tripod? If you are stuck shooting handheld, here are some “sweet” moves to help you stabilize your shot:

		
THE KNEE BEND	THE ELBOW PLANT	THE T-REX
Whether you're sitting down or getting down on one knee, hold your camera and plant your elbows on them for stabilization magic.	If you can find a sturdy object in your environment, place your elbows on it to keep your arms steady. The world is your tripod.	The closer the camera is to your body, the easier it is to take a steady shot. Tuck your elbows into your sides and hold the camera tight to your chest to stabilize shots.

4. DON'T USE THE DIGITAL ZOOM

If you want to get a closer-up shot of your subject, move the phone closer until you find the perfect shot!

5. LIGHT YOUR VIDEO

Your iPhone footage will look best when you shoot with lots of light. If you're shooting indoors, adding supplemental lighting will go a long way. If no additional lighting is available, position yourself facing a window and use the sun. NEVER shoot your subject standing in front of a window with their back to the light source.

6. GET YOUR MICROPHONE CLOSE TO THE SUBJECT

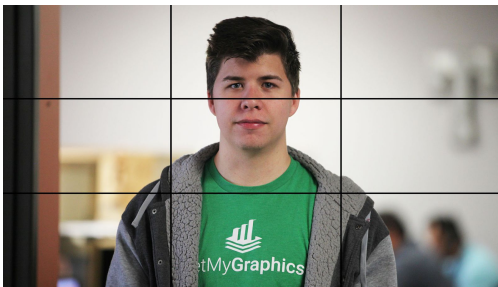
A general rule for clear audio is to get your microphone as close to your subject as possible. Also, choose a recording space that has minimal room noise and turn off any music that might be playing in the background.

7. FRAMING & FOCUS

When composing a shot be aware of your surroundings. Remove any distracting objects, signage or clutter from the frame and make sure to keep the subject of your shot centered and in focus.

If the subject is stationary, tap and hold on the subject to lock the focus and exposure. This will help to keep the focus and exposure constant throughout your shot, otherwise the iPhone tends to keep adjusting and refocusing, which can lead to jittery-looking footage.

Here are some framing examples:



CORRECT

Subject is centered and fills the frame without cutting off top of their head



WRONG

Too much head- space above subject

8. ADDITIONAL EQUIPMENT / APPS

To take your iPhone footage to the next level you'll need to invest in some additional equipment. Incorporating quality gear like stabilizers, lens and paid apps will dramatically increase your production value.

IPHONE STABILIZERS

Using an iPhone stabilizer will give you the freedom to follow your subject anywhere while delivering silky smooth shots. A stabilizer also frees the shooter from bulky gear like tripods.

FILMIC PRO APP

The iPhone is capable of so much more than your built-in camera app allows. Filmic Pro unlocks the full shooting capabilities of your phone, giving you full control over the setting and recording of your footage as if it's a professional broadcast camera. This app is a "must-have".

INTERCHANGEABLE LENS & FILTERS

To get a certain shot you need a certain lens, and the iPhone's built-in camera lens will work for most situations. But that versatility comes at a price, quality. Nothing beats the picture quality and sharpness of a good lens, so if you have a circumstance where your shot requires a specific look like an ultra wide vistas or close up details you will want to invest in a quality system of interchangeable lenses for your phone.

In addition, polarized and ND filters are a must for any shooter that will be capturing outdoor footage. These filters will prevent unwanted reflections and overexposed images caused from direct sunlight and allow you to retain detail normally lost in blown out areas of your footage.