



## Tips and Resources For Shooting Better Video With Your iPhone, Smartphone or Tablet

Hello! Here are some important tips when shooting video or stills from Mac | Life, Mashable and CNET.

### Video/Photo Tips From Mac | Life

- 1. Steady As She Goes |** Use both hands to grip your iPhone, keep your elbows close to your body and you'll see a big improvement in your footage
- 2. Get The Full Picture |** The Camera app defaults to filling the frame with a preview of the video you're about to record. However, the iPhone 4's 720p HD sensor is actually shooting video that's wider than display itself -- a double-tap on the screen before you get rolling will show you the full picture, with letterboxing at the top and bottom to fill out the rest of the frame.
- 3. Don't Forget Tap to Focus |** You'll get better results by tapping on the screen once before you start shooting to focus on the key subject in your image. Change it on the go as you're shooting, if needed.
- 4. Wait! There's More to That Tap |** In addition to choosing where the camera lens will focus, a tap on the screen also determines both the exposure and color balance for your scene as well.
- 5. Don't Hold It Like a Cell Phone |** We're used to shooting cell phone video by holding the handset vertically, the same way we most often use it for making calls or launching apps. Unfortunately, that means many of us are also shooting vertical videos, which don't look as good when you watch them on your horizontal television screen. Hold the iPhone horizontally after launching the Camera app, and make sure all of your video is recorded the same way.
- 6. Cover Your Scene |** Keep your shots less than a minute long (under 30 seconds is usually sufficient), and vary the camera angle a bit. Get the wider shots that capture the scope of the event.
- 7. Don't Just Sit There |** In many cases, you'll want to get closer to your subject. If you can barely see what's happening on the iPhone's tiny display, you probably won't be able to see much better later.
- 8. Lights! Camera! Action! |** It pays to turn on lights before you start rolling. Your video will be higher quality with less grain. Avoid the LED light on the iPhone 4 unless there's no other choice -- it tends to make your subject's eyes look otherworldly.
- 9. Framing Your Shots |** No one looks good being shot from a low angle and you'll get more interesting shots of babies and kids by crouching down to their eye level rather than hovering above them.
- 10. Keep the Camera App Video-Ready |** If you tend to shoot more video than photos, you can cut down on the amount of time it takes to start shooting by leaving the Camera app flipped to video mode at all times. Next time you open the app to grab new footage, you'll be recording video by default.



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## This Is The Only Thing You Must Know About Shooting Video On Your iPhone

Buster Heine (9:14 am PDT, Jul 18th 2012)



### Shooting Vertical Video on a Smartphone?

If you spend a lot of time on YouTube, you likely know this sinking feeling — when you click on a video with an interesting title, only to find the videographer has held his smartphone vertically instead of horizontally.

The resulting video is horribly letterboxed when viewed on the site. Your horizontal eyes should be a clue; they were built for widescreen. (Or rather, vice-versa.)

### Never shoot a vertical video with your iPhone again

*“Horizon”* is a new app we all wish had existed long ago. The premise is simple: no matter how someone is holding their phone, the app will only record horizontal video. Some might even view this app as a cure for Vertical Video Syndrome. I know I do.