



iPhone Filming Tips & Tricks

Best practice guide for venues

The iPhone has an amazing video camera, but just tapping the record button may not result in quality footage. Use these tips and tricks to make your footage appear polished and professional.



IPHONE FILMING TIPS & TRICKS

1. Use a tripod

Newer versions of the iPhone have built-in optical image stabilization (which makes shooting handheld footage easier), but nothing beats using a tripod.

If you are caught shooting handheld, follow these tips to stabilize your shot:

- Keep the phone close to your body
- Rest your elbows on a nearby object
- Utilise stable objects around you
- Use your body to absorb bounces and shakes

You can find tripods from your local JBHiFi or Kmart.



2. Avoid iPhone digital zoom

Unless you have the dual-lens iPhone, avoid using the built-in camera zoom. As enlarging the picture digitally may create a pixelated/blurry video. To get a closer shot of your subject, move the phone closer instead.

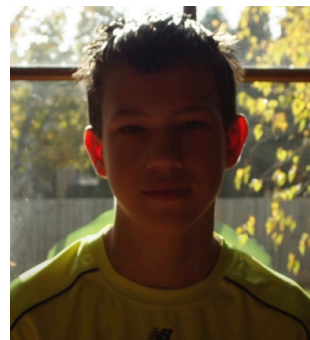
3. Light your video

The more natural light, the better. A well-lit area will prevent your video from looking grainy and overall boost the quality. When you are shooting indoors, position yourself facing a window and use as much natural light as possible.

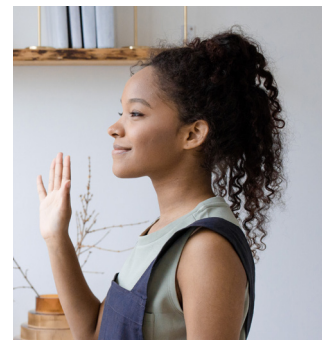


Hot tip:

Avoid being backlit by making sure you are facing toward, not away from, a window or another light source.



Sitting in front of a window vs...



Facing toward a window!



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4. Use the exposure lock

The iPhone tends to keep adjusting and focusing, so to avoid jittery-looking footage, follow the steps below:

- Tap and hold on your focal point until you see an AE/AF Lock banner appear at the top of the screen.
- To adjust the exposure to make the image brighter or darker, just swipe up or down on the screen.

5. Filming horizontal vs vertical

Consider these questions when preparing your video:

- Will your video be more likely to be watched on a desktop (horizontal) or a smart phone (vertical)?
- Do you know the social media video aspect ratios and how they inform your content? For example, YouTube is still a landscape platform. While social platforms like Facebook and Instagram content is better filmed vertical.

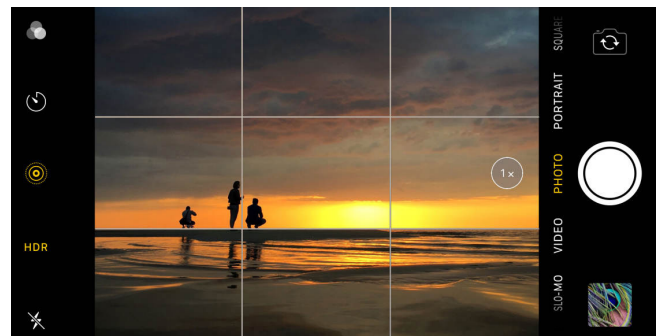
6. The Rule of Thirds

The Rule of Thirds is a reference guide that helps you get the correct vertical and horizontal balance in your shot.

- Align your subject to one of the intersecting lines or stick your horizon onto one of the horizontal lines. Use the iPhone's grid to assist.

How do you turn on the iPhone grid?

- Settings
- Camera
- Grid



7. Audio

Make sure you are in a quiet location with minimal background noise. Use a lavalier microphone for excellent audio quality.

- Shop microphones Australia [here](#).
- Shop microphones New Zealand [here](#).



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8. Angles, Frames and Composition

Angle: Eye level is most used in corporate video production. It appears the most natural, familiar and flattering.

Frame: Use a medium-close up shot, which generally frames the subject from chest up.



Composition: Choose your talent and camera viewpoint that makes your talent the centre of attention in the frame.



9. Film in Segments

It may be easier to edit your footage within a third-party editing app, for example, iMovie, CapCut or InShot. Rather than trying to achieve one video take.

Stick to one topic per recording, for example:

- Recording 1 = Welcome.
- Recording 2 = Overview of video.
- Recording 3 = Topic 1 >

Use cue cards if necessary and keep it short and concise.



Hot tip:

Turn notifications off on your iPhone while filming!