



# Producing Videos with an iPhone

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# SOME THINGS TO CONSIDER

1.

Your TV Sits This Way



Not This Way

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So Hold Your Phone This Way When Filming



Not This Way

## 2. KNOW YOUR LIGHTING

Although the camera on the iPhone has seen its share of improvements over the years, capturing images in low light is still difficult. But most cameras on mobile phones have the same limitations.

So, unless you're not outdoors (in daylight), do your best to record your videos in a well-lit area. Doing this will prevent your videos from looking grainy and overall boost the quality.

### 3. KEEP IT STEADY

One sure sign of an amateur video recording is a shaky video. So, stop holding your iPhone and mount it on a stand. Working with a mounted iPhone will also prevent your shot from going out of focus.

If your phone is equipped with Optic Image Stabilization or “OIS” you can hold the phone in your hands and achieve good results.



### 4. PUT THAT THING IN AIRPLANE MODE

Turning on Airplay during recording prevents unwanted distractions and interruptions, (which are the two most obvious reasons) but in the long run, putting the iPhone in this mode will also help with battery life.

### 5. DON'T COUNT ON THE IPHONE'S BATTERY

A fully charged iPhone can't handle the task of recording for the long-haul. If you think otherwise, not only are you setting yourself up for failure, but you'll also experience a good amount of downtime.

If you don't want to rely on the iPhone's internal battery your best option are:

- Plug it into an outlet
- Use a battery pack

## 6. DON'T LET BAD AUDIO RUIN YOUR VIDEO

It's a known fact that folks are likely to be less annoyed to watch a poorly done video with excellent audio than to sit through a video recorded with terrible sound.

And really, there's no reason to allow your audio to be bad. You can find many good and affordable microphones available today for the iPhone.

Here are two examples:

- The [SmartLav+ from Rode](#)
- The [Ampridge, MightyMic S iPhone Shotgun Video Mic](#)



## 7. AVOID ZOOMING

Never zoom while shooting video. Not only does it ruin the clarity and quality of your video, it pulls your viewers straight out of what they're watching rather than letting them enjoy the visuals.

A digital zoom quickly kills the quality of your video. When you're exerting this much effort to get the best video your iPhone can capture, you don't want to ruin everything with grainy, stretched footage. If you need to be closer to something, move physically closer.

## 8. KEEP IT INTERESTING WITH SHORT CLIPS

It really is that simple. If you use numerous short clips instead of one long clip, your video is probably going to be better. And if you do record long clips, just chop them up in post-processing to make them short.

## 9. INCORPORATE SOME MOVEMENT

When you're making a video with your iPhone (or any camera), be sure to utilize movement. If you just set the camera down and record something without moving the camera at all, your footage might feel a bit stale.

Move the camera forward and backward. Circle around your subject. These tactics create interest and make the resulting video enjoyable to watch.

### **But watch out!**

When you move the camera a lot, you're likely to capture shaky footage. So practice moving smoothly and slowly. So incorporate movement, definitely, but do it in a slow, smooth and purposeful manner. Fast, jerky, shaky movement ruins your video.

## 10. KEEP IT IN PERSPECTIVE

Shoot your clips from a variety of perspectives (different angles). It adds variety to your video.

Get right down near the ground when recording a clip. Look straight down on your subject. Get on your back and shoot straight up at your subject. Shoot into the light. Shoot over someone's shoulder. Record right behind some leaves or a plant on the ground to create depth of field and beautiful foreground or background blur.

You'll find some eye-catching footage when you review your clips as you shoot from unique and varied perspectives.