

VIDEO: PREPARE YOUR IPHONE OR IPAD TO FILM LIKE A PRO! CHEAT SHEET



PREPARATION

Where you film matters – look for:

- Good background (when you film on an iPhone or iPad, your camera won't blur the background).
- Quiet area (also keep an ear out for echoes)
- Good lighting (ie: film next to a window or near light source)

Front or Back Lens

- The front lens is perfect to film yourself using "selfie mode". However, the Back Lens offers higher quality. Where possible, seek assistance from a friend or use a mirror to help you film using the back lens.

Clean your Lens

- Your iPhone and iPad are used to make calls and are covered in fingerprints. Clean your lens with a wet wipe or a tissue before filming to remove any smudges on the camera. Clean both the front and back lenses



PORTRAIT VS LANDSCAPE

Depending on your video's purpose and where you intend on sharing the video, you'll need to decide whether to film in portrait or landscape.

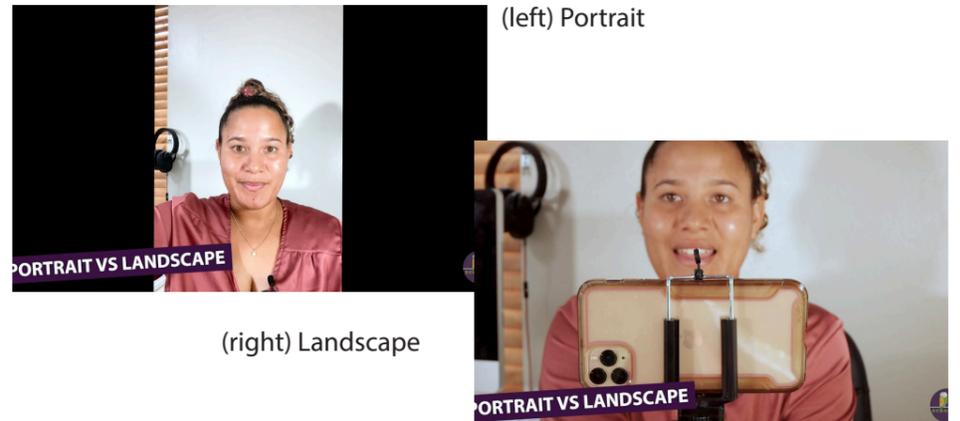
Portrait

- Best for social media and portrait viewing. Eg: Instagram stories, Facebook stories, snapchat, Facebook feed.

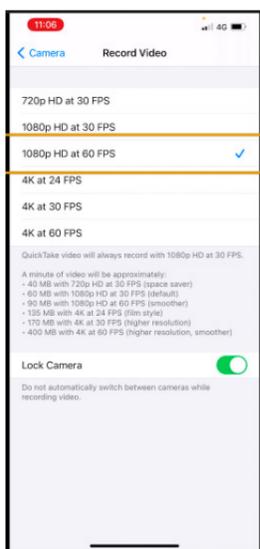
Landscape

- Best for YouTube, Vimeo, Instagram feed, LinkedIn

Important: Don't switch between portrait and landscape in your videos. This confuses the audience.



SETTINGS



Camera Settings (screen grab on left)

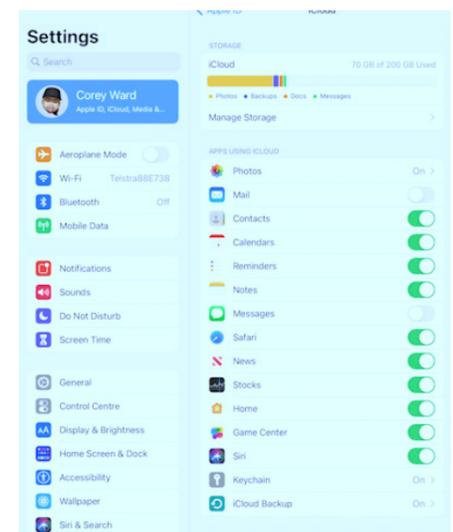
It's important that your iPhone or iPad is filming in the highest resolution possible. To check and change your camera settings on your iPhone or iPad, follow these steps:

- Open Settings on your iPhone or iPad
- Scroll down to Camera and select
- Select "Record Video"
- Select the option that's best suited to your needs and device

Storage (screen grab on right)

It's important to know how much space your device has to store the video. Nothing is worse than filming a video and being stopped midway through because you don't have enough space. To check your storage on your iPhone or iPad, follow these steps:

- Open Settings on your iPhone or iPad
- Click on your name
- Click on iCloud



Adjust Brightness (screen grab on left)

If you are filming in the shade and want to brighten your camera, follow these steps:

- Open your camera
- Swipe to record
- Tap on the screen until a yellow square and sun appear
- Slide your finger up and down to adjust the brightness to your liking

Flight Mode (screen grab on right)

Always film on flight mode so that you are not interrupted by phone calls, text messages or alerts from apps like Facebook and Instagram – these are distractions and can affect your filming. To turn on flight mode, follow these steps:

- Find your control panel on your iPhone (either swipe down on the home screen)
- Click on the aeroplane symbol

