

# iPhone & iPod Touch Video Shooting Guide



## **AJ's Cool 4G Tripod Mount for iPhone 4G & iPod Touch 4G**

**<http://bit.ly/aj4g>**

## **Before shooting video or photos:**

1. **Check Space:** Check to make sure you have plenty of space on your iPhone/iPod Touch before shooting.
2. **AC Power:** If indoors, plug in the camera to a power source. This allows you to shoot video much longer than on battery alone – especially if you need to use the on-camera LED light.
3. **Airplane Mode:** Put iPhone/iPod Touch into Airplane mode. Go into your Settings & select Airplane Mode “Off” - otherwise any texts, alerts or phone calls will stop any video recording.
4. **Set Auto-Lock to “Never”.** Settings/General/Auto-Lock
5. **Use iHandy Level** after tripod & camera are in their final positions to level the camera lens to the horizon with the level
6. **Adjust brightness** of the screen to about  $\frac{3}{4}$  full brightness

## **Basic shooting tips:**

1. Shooting from the back camera (the side with the Apple logo) shoots in HD or High Definition format (ratio 16:9 – 16 units wide to 9 units high). Shooting from the front - FaceTime camera, creates a SD or Standard Definition file & is 1/3 the file size of the HD files (ratio 4:3 – 4 units wide to 3 units high).
2. Listen for noise in the background. Fans, compressors, water, etc. will lower the overall quality of the video. Shoot in a quiet place.
3. Get up close & personal. The closer you can get the camera (& the microphone) to the subject the better. Don't get so close that the viewer feels uncomfortable.
4. Light it right. Keep light in front of the subject & not behind them (backlight). Backlighting is when the subject is dark & the background is normal brightness (e.g. someone standing in front of a patio door).
5. Control your light. Don't mix daylight (outdoor light) with indoor lights like LED, halogen, incandescent or fluorescent lights. It can throw off the colors & make a person look blue or unnaturally red. If you can shoot by a

window & use natural sunlight on one side, try using a white bed sheet or other large white surface on the opposite side of the subject (out of view of the camera) to reflect back to fill in the shadows on the other side of the subject. The reflected light or secondary source is called fill light.

6. Avoid shooting indoors under fluorescent ceiling lights. Many times it makes people look sick or tired. It tends to put shadows on all the wrong places. If you do use them, use fluorescent lights in front of the subject as well to control shadowing.
7. **Before every time you hit the record button, *be sure to touch the iPhone/iPod Touch screen to focus & properly light the subject.*** Touch their nose, throat, eyes or forehead to bring them into focus & set the lighting. There shouldn't be any "white" spots on their cheeks, nose or other shiny light colored surfaces. Those points have no detail in them. Try to find a spot on the subject that balances the lighting, pleasing to your eye.
8. The subject/person should stand out from the background. The person on camera should wear a

contrasting color to the background. Have them stay away from wearing stripes or tight-pattern fabrics.

## **Assembling the mount:**

1. Clean the surface of the iPhone or iPod Touch so that all oil & debris is removed.
2. Fold the vacuum base so that it is parallel with the clamp (folded position)
3. With the iPhone/iPod Touch face down on a table & the apple logo facing up, place the vacuum base on the back of the iPhone/iPod Touch between the “Apple” logo & the “iPhone”. The clamp should be to the right of the iPhone.
4. Gently press down on the vacuum base hinge & turn the clamp so that it is standing up in the air. Doing this step retracts the cup & locks it in position.
5. Do step #4 until the clamp is parallel with the length of the iPhone.
6. Gently pull on the clamp & the iPhone/iPod Touch to be sure that they are secured to each other.
7. Use the rod coupling nut (long silver nut) & attach it to the socket head cap screw (black screw) attach firmly but do not over tighten. If you do over tighten, you can place a small washer on the socket head cap screw

(black screw) before threading on the rod coupling nut (long silver nut).

8. Thread the entire mount onto your tripod or other ¼"-20 (quarter inch with 20 threads per inch standard tripod screw) screw mount.
9. Check through viewfinder that clamp is not seen in shot.

## **Cool Audio Accessories:**

- Great audio is a key high quality production value. To capture high quality audio, get up close audio with the help of an 1/8" TRRS (Tip Ring, Ring Sleeve Apple iPhone/iPod Touch connector) Male to a 1/8" TR (Tip Ring mono microphone in connector) Female. This allows you to go from a wired, wireless, shotgun or other mic into the iPhone/iPod Touch headphone port.
- Two 1/8" input TR (mono) to one 1/8" male TR (mono) connector. This allows for two mics to be connected to the iPhone.
- [Audio Technica ATR3350](#) – Wired Lavalier mic
- [Audio Technica ATR6550](#) – Wired Shotgun mic

## Best iPhone/iPod Touch Video Apps:

- **Ustream** – shoot live to the web. *FREE*
- **YouTube** – upload video from the iPhone/iPod Touch to YouTube accounts. Select the account that you manage that you would like to upload to & have at it. *FREE – Included*
- **iAwsManager** – Allows you to shoot HD or SD video & upload it to the Amazon S3 server. This is great if you want to control access to video that you shoot & have it available on the web to yourself, everyone or only select people. *\$4.99*
- **iHandy Level** – Perfect for leveling your shot after camera is on tripod & is set up ready to shoot. *FREE*
- **iMovie** – Edit video on your iPhone/iPod Touch. Create titles, transitions between shots, add photos, music & upload to the web or save using a variety of compression formats. *\$4.99*
- **Voice Memos** – Record fantastic audio for ambient sounds or interviews. *FREE – Included*