**Best Practices- iPhone Photos**

*(Quick tip: Try out these techniques in advance so you’re familiar with your camera’s settings)*

1. Hold iPhone like a camera, horizontally and with two hands to stabilize the image.

2. Try framing the subject with surrounding objects, like trees, arches, or other people.

3. Try finding unique perspectives. Shooting from a low angle can bring more depth and interest into a shot. Avoid photographing the backs of people. Break away from the standard posed shot. Approaching from a different angle or photographing people in a candid way, not looking at the camera, can provide a more natural result.

4. Avoid zooming in on the iPhone. Get as close to your subject as possible and crop the image later.

5. Try to shoot with the sun behind you to evenly light your subject.

6. Turn on HDR to balance extreme exposures in one shot.

7. Use burst mode to capture action shots, or hold down shutter button to shoot a rapid series when your subject is moving quickly.

8. Hold down a point on the screen to lock the focus and exposure.

9. Take advantage of the iPhone’s newer features, like Panorama or time lapse. Using Panorama while driving can create an interesting scene.

10. Turn on grid lines and compose the image using rule of thirds: An image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections. See the example below where the right side image is a better photo composition.
**Best Practices - iPhone Video**  
*(Quick tip: Try out these techniques in advance so you’re familiar with your camera’s settings)*

1. Set and lock exposure and focus (tap and hold) before recording to avoid blurry footage and drastic lighting changes during the video.

2. Steady the shot and create a better viewer experience by holding iPhone horizontally, with two hands.

3. Turn on Airplane mode when recording to avoid distractions and interruptions.

4. When recording for sound and without an external microphone, try to make sure your subject is about 2 to 3 feet away to reduce echoes and ambient noise.

5. Use short clips to keep the video interesting.

6. Get wider shots and closer angles to give more options and interest when editing footage later.

7. Experiment with the Slow Motion and Time Lapse features. Slow Motion is best for capturing fast moving subjects while Time Lapse is best for slow moving scenes, such as sunsets.

8. Make sure the scene is well lit to avoid dark, grainy footage. However, avoid using the iPhone’s LED light when possible.

9. On the iPhone 6, Photo and Camera settings can allow recording at 60 frames per second (FPS) for smoother, higher quality videos.

10. Be sure to include people in your shots. Seeing clear facial features draws people in and creates a connection with viewers.