

iPad/iPhone Video Tips

Acquiring good video with good audio on your iPad or iPhone can be tricky. Follow these simple tips to help you maximize the capabilities of your iPad and realize your creative vision.

Video Tips:

1. **Use the newest iPad or iPhone** version available as each generation has a better camera than the last.
2. Be sure the iPad or iPhone is in a **horizontal orientation**, not vertical.
3. **Frame your subject in front of a nice background**, being sure the subject is well-lit. If they appear darker than the background, try a different location.
4. **Get close to your subject.** The microphone is on the iPad or iPhone. Whatever you are closest to is what will be loudest (i.e. if you have a jingling bracelet on your arm or are standing next to a vending machine or fountain, that will be heard louder in the recording than your subject).
5. **Hold the iPad or iPhone as still as possible.** Try resting your arms on a solid surface to keep the iPad or iPhone steady and level.
6. **Always keep the iPad or iPhone at your subject's eye level.** If your subject is seated, you should be as well.
7. **Don't zoom.** Using the digital zoom degrades the video quality. You should move as close to the subject as you need to in order to frame a nice shot.
8. Watch that your fingers **don't cover the lens or the microphone.**
9. When you start your shoot, **ask the subject to SAY and SPELL his/her first and last name** and give any other information you need (city, staffing level, etc.).
10. **Encourage your subject to look at the lens, not at you, the entire time.** The iPad or iPhone is the audience; maintain eye contact.
11. **Record with "heads and tails."** This is critical for editing. After you press record, you and your subject should **silently** count to five **before** the subject begins speaking. The same is true at the end of the message. Your subject should maintain eye contact, smile, and silently count to five while you do the same.
12. **Removing the videos from the iPad or iPhone can be a challenge.** If you have a Mac with "Photos" installed, simply plug in the iPad or iPhone, and click "Import" in the top right of the Photos app (on your computer). If you are using a PC, there are some free apps such as "Simple Transfer" which allow for transferring video wirelessly from an iPad or iPhone to a laptop.

