

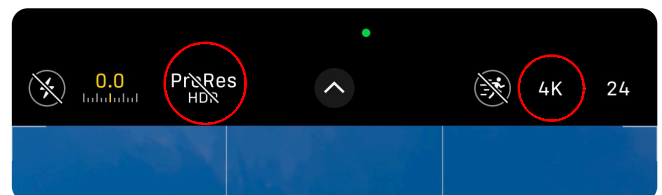
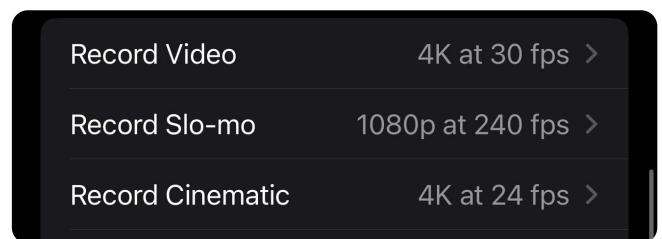
5 Tips To Take Quality Event Content

Note ~ In this guide, I'll be giving tips specifically for taking *video content* using an iPhone or other mobile device. Anyone can capture incredible content using nothing more than their personal phone. I've captured content at festivals using my Sony A7 III, and I still prefer to shoot on iPhone. I find that I have much more *freedom* shooting on iPhone, I can get in and out of crowds much easier and I can have my camera ready in a pinch. These tips will be focused on setting up your camera to take the highest quality iPhone content possible!

1. Know Your Settings Getting your video capture settings right on your camera will make a big difference in the quality of your content. In addition, a familiarity with when to toggle between different settings, depending on your situation, will make a big difference. Below are my default settings, but know that I am often toggling between them!

Note ~ Those of you with iPhones 15/16 Pro's will have the option of shooting in ProRes Log. In my experience, that is often overkill. I've been burned with running out of storage quickly because of how huge the files are. I would recommend picking your spots wisely when to use this feature. You can also set up your iPhone to easily toggle between ProRes, 4K, and HD.

If you're interested in a deeper dive on your iPhone's capabilities, I recommend this video from [Full Time Filmmaker](#) on Youtube.



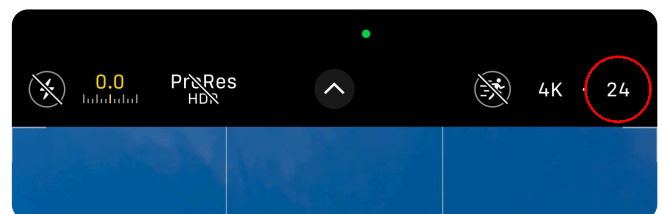
2. Know Your Frame Rates You can set up your iPhone to easily toggle between 24 frame per second (fps), 30 fps, 60 fps and 120 fps. I enjoy switching frame rates depending on the style of content I'm capturing. A quick guide to what each frame rate is good for:

24 fps = Cinematic look, more motion blur, the standard film look.

30 fps = Standard digital content, less motion blur than 24 fps, vlogs, casual event footage.

60 fps = Smoother image, good for sports, live-action sequences.

120 fps = Super smooth, good slo-mo. You can always use the slo-mo video setting on iPhone (240 fps). I often prefer to shoot in 120 fps and slow it down manually for a simpler/faster workflow.



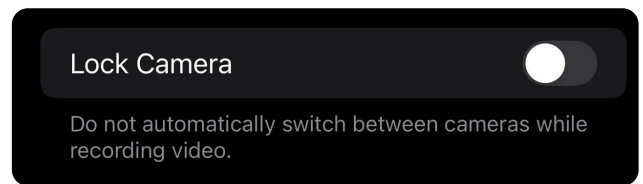
3. Preserve Settings Another setting I utilize is on the Preserve Settings page. Specifically, the Camera Mode. This preserves the last camera mode (such as video) rather than automatically resetting to Photo. When I'm shooting lots of video, it's a pain when my camera resets to Photo every time I lock my phone. This solves that. To find this setting, go to Settings > Camera > Preserve Settings > Camera Mode.

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- 4. Don't Zoom** I often see people using their fingers to zoom in. The fact is, this decreases the quality of your footage. The predefined zooms on your iPhone will maintain the highest quality video. Those are 0.5x, 1x, 2x, and depending on which iPhone you have, the 3x or 5x. These settings correspond with three different camera lenses that come with your iPhone. There is a wide lens for the 0.5x shots, a standard lens for the 1x and 2x shots, and a third lens for the 3x or 5x.

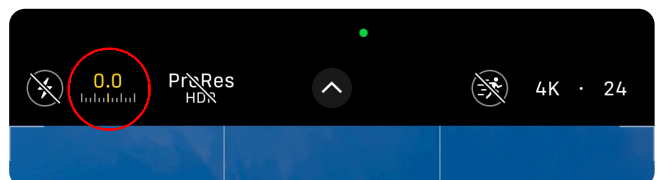
The reason the quality is impacted by manually zooming, is because the zoom that results from pinching your fingers is a digital zoom. This is simply cropping the image in real time, and this adds pixelation and blurriness to your shot. I recommend doing your zooms in post, or by clicking between the predefined zoom lengths. If I am filming at an event and I know I might be switching between “zooms” to capture different vibes, I'll typically start on 1x or 2x (the standard lens). If I am shooting in 2x and suddenly I want to pan to the people around me, I'll tap the 1x. Then, if I want to zoom in tight on the action in the distance, I'll tap the 3x or 5x to jump right to a tight shot.

Note ~ if you want your iPhone to switch between camera lenses while recording a video, you need to turn off the “Lock Camera” setting. To find this setting, go to Settings > Camera > Record Video > scroll down > Lock Camera.



- 5. Lighting** Avoid backlighting. Backlighting is when the primary light source (often, the sun) is behind your subject. Said another way, backlighting occurs when you are shooting in the direction of the sun. Sometimes, there will be nothing you can do to avoid shooting into the light. But many times, you can take steps to avoid it! And doing this gives you the best chance of capturing a video that will make people say, “you took this on your phone??” Your colors will be much more vibrant, as opposed to washed out when shooting into the sun. Lighting is the thing that will have the biggest impact on the quality of your shot. Get that right, and the iPhone will do most of the hard work for you. You can also adjust your base exposure to account for particularly dark or bright days. Go to Settings > Camera > Preserve Settings > Exposure Adjustment.

Note ~ below are screenshots from *the same* video, one with the camera pointing in the direction of the sun and one with the sun at my back. You can see a big difference in quality, and the only difference is the direction the camera is pointing!



Next Steps ~ Now you're ready to take quality videos wherever you go! All that's left is to keep your eyes peeled for those memorable moments. If you're interested in learning more about how to frame your shots and having an Eye For The Vibes, [click here!](#)