

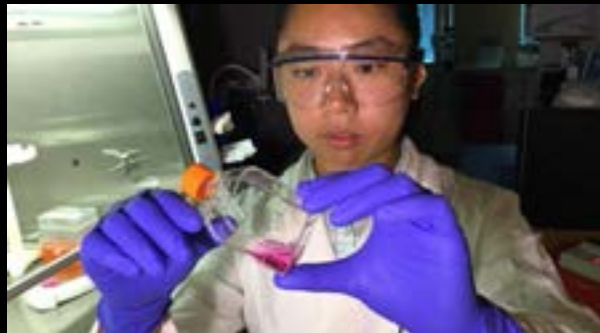
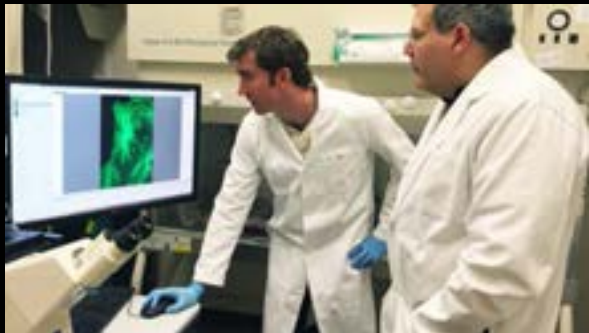
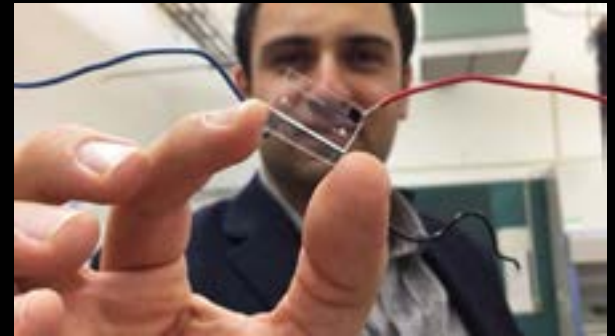
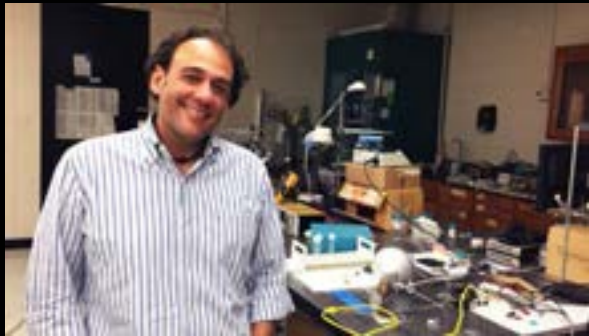
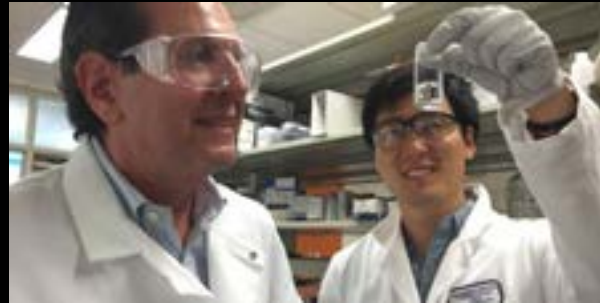
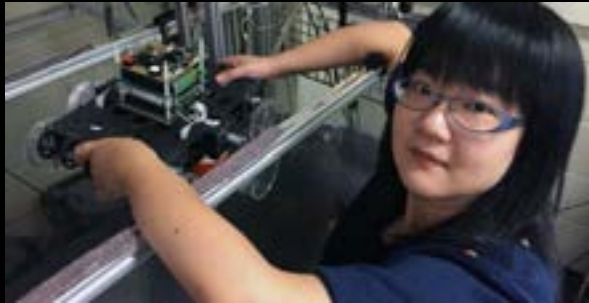


# 2016 URMA ANNUAL CONFERENCE

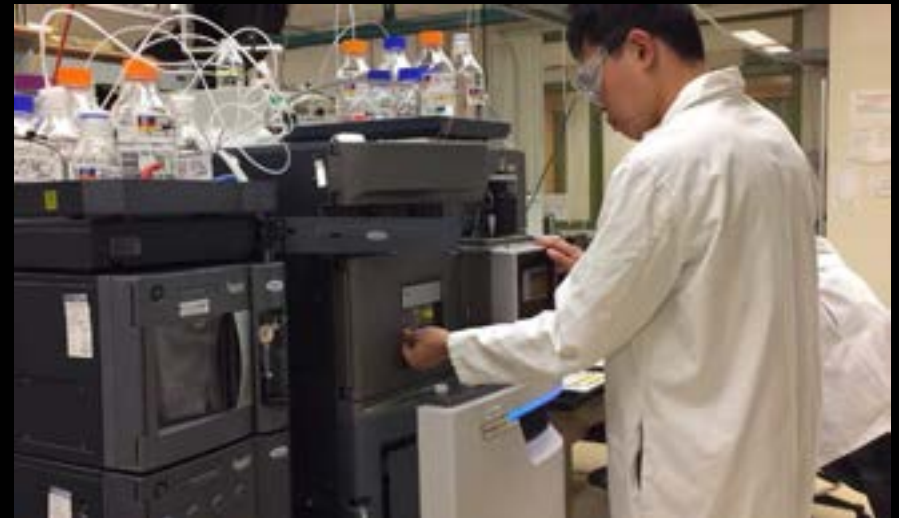
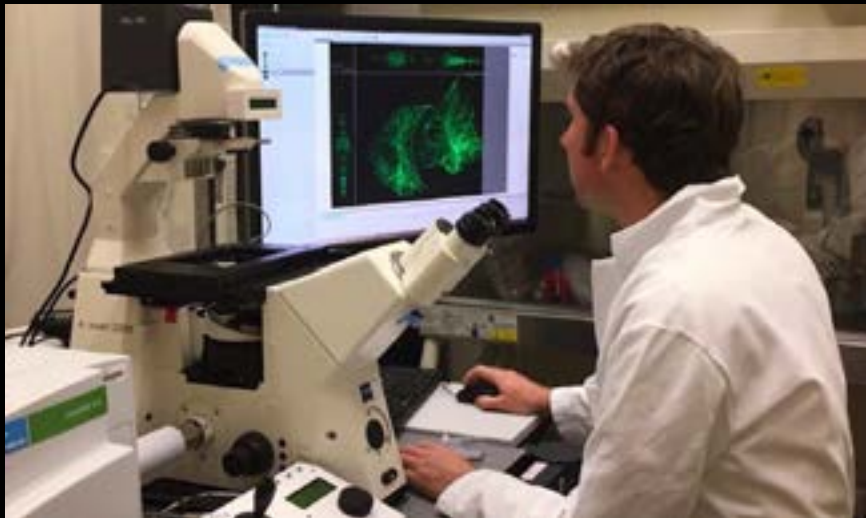
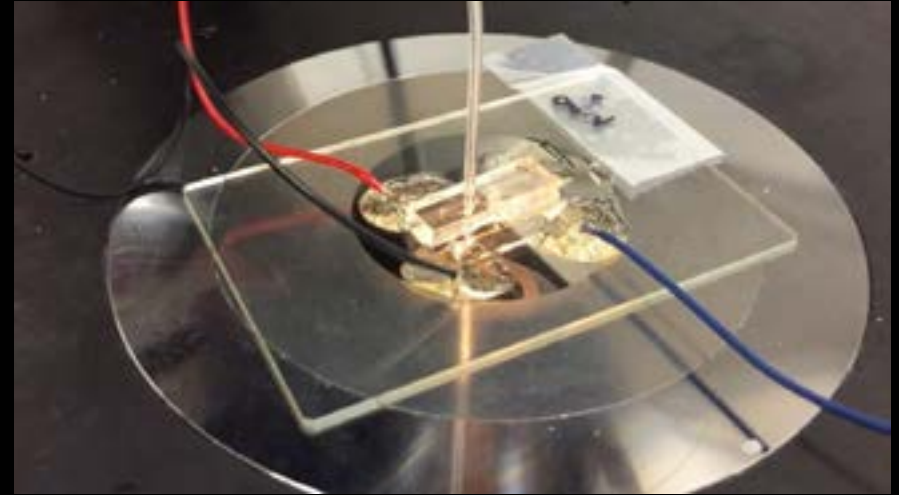
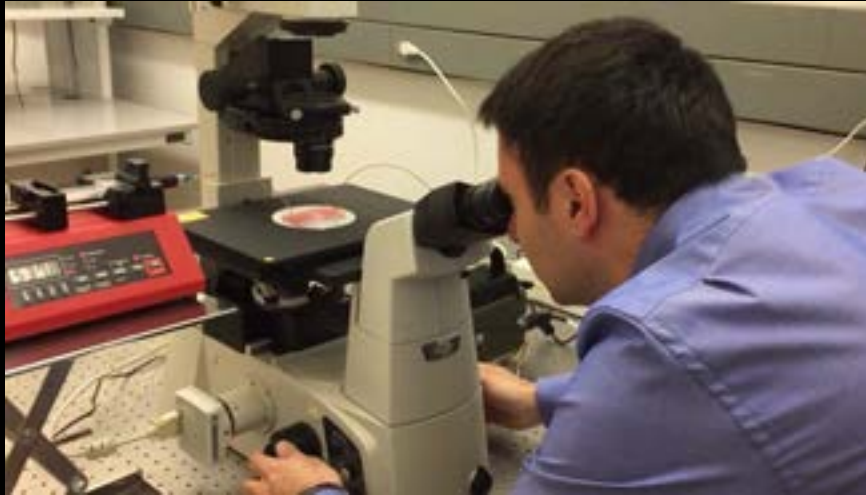
USING THE IPHONE FOR  
RESEARCH STILLS AND VIDEO  
JOHN TOON

CREATING THE NEXT®

# IMAGES SHOT WITH IPHONE 6



# RESEARCH VIDEOS SHOT WITH IPHONE



# ADVANTAGES



- Much of what you need to do is automated – exposure, focus, white balance, etc.
- Image sensor is very good in most lighting situations
- Switch quickly from video to photo mode
- Newest iPhones have 12 megapixel sensors
- You always have it with you
- Camera tripod and microphone sensor are inexpensive

# DISADVANTAGES



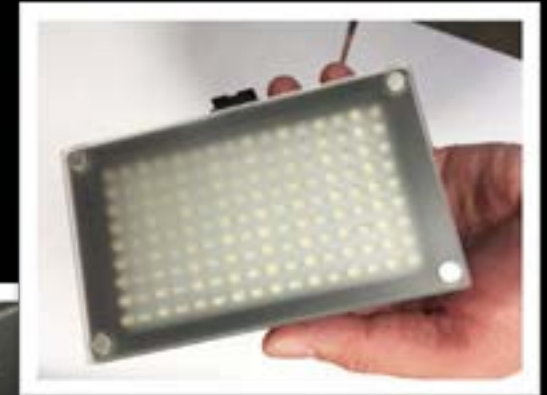
- The built-in lens is wide angle
- The image must be framed by moving the camera around
- You can't stop motion
- Max image size for iPhone 6 is 11 inches at 300 dpi
- Can't listen to the audio during interviews
- When you show up to a shoot, people ask where your photographer is

How to work within those limitations to get good results:

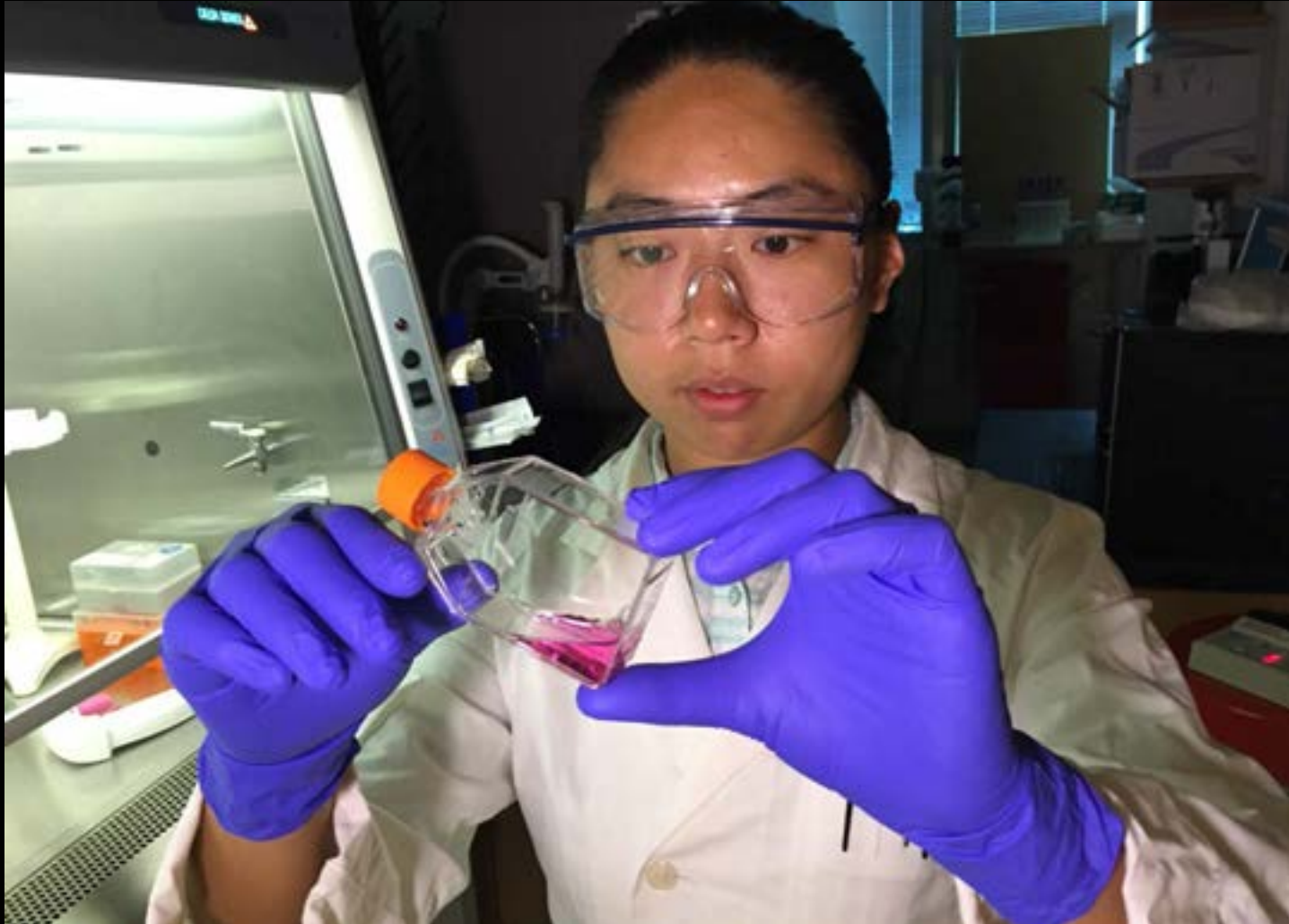
# #1: LIGHT IT

## Most modern research buildings have balanced light

- Move the researchers to good lighting
- Use light from a fume hood or other equipment
- Open the blinds to bring in outside light
- Turn on a desk lamp
- Have the subjects look up
- Bring a small portable light



# USING A PORTABLE LIGHT



## #2: FRAME IT

### Conventional cameras can zoom to frame the subject

- iPhone has no optical zoom
- Move around to frame the image
- You can get very close – four inches from a subject
- Limited ability to put the background out of focus
- Use the wide angle lens to capture interesting perspectives
- Switch between video and photo mode to capture a scene

# FRAMING THE SUBJECT

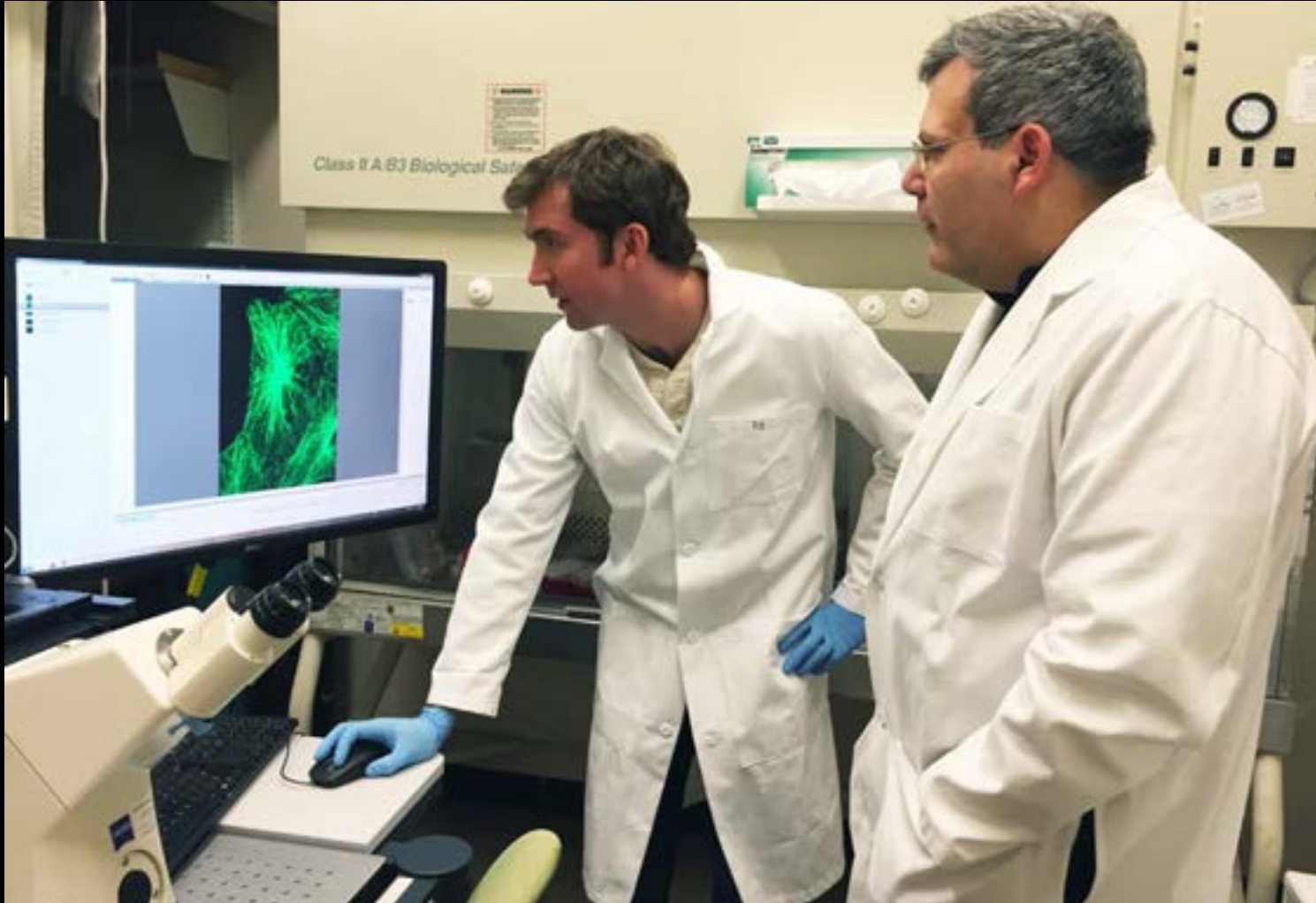


# #3: KEEP IT STEADY

- Hold the phone in both hands
- Don't shoot things that are moving
- Hold your breath while clicking the button
- Steady yourself on a table or wall
- Use a tripod for video if possible
- Activate image stabilization



# A TRIPOD CAN HELP STILLS



# #4: RECORD IT

- Record interviews with a converter
- Connects a lavalier microphone to the iPhone
- Test your setup before using it with a real interview
- Switch to airplane mode
- Set up the interview and move off camera



# VIDEOS SHOT ON IPHONE



Most of the video for these was shot on iPhone, supplemented by researcher-provided video and stock video.

<https://www.youtube.com/watch?v=x5YVU36gkFk>

<https://www.youtube.com/watch?v=FJT8P8LGEIY>

[https://www.youtube.com/watch?v=vrL-eZWNRI\\_M](https://www.youtube.com/watch?v=vrL-eZWNRI_M)

<https://www.youtube.com/watch?v=frr6cVBQPXQ>

John Toon ([jtoon@gatech.edu](mailto:jtoon@gatech.edu)) or 404-894-6986

YOU SHOT THAT WITH YOUR PHONE?



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