

# TIP SHEET

# hitting the road

## PHOTO & VIDEO BEST PRACTICES FOR SMARTPHONES

### PHOTO



#### Hold steady.

Use both hands, and keep your elbows tucked into your sides. Tap the shutter release button as gently as you can.

#### Zoom with your feet.

Zooming on the phone reduces resolution, so the best way to fill your frame is to get close to your subject.

#### Use both hands.

Try holding the phone with your left hand and releasing the shutter with your right thumb.

#### Avoid action shots.

Avoid using the camera to shoot high-speed action, sports and wildlife. Use it for what it's good for—capturing the details.

#### Remember angle & perspective.

Get high, get low and always try to find a fresh angle.

#### Add depth.

When photographing groups of people, mix it up. Not everyone needs to be on the same plane. Variety is the spice of life.

#### Face detect.

If your phone has face-detection features to locate people and focus, use it.

#### Keep it clean.

Clean off your phone before snapping pictures. Your phone is in your bag, your pocket—a clear lens makes a difference.

**Practice, practice, practice!**



### VIDEO

#### Keep it snappy.

No one wants a long video. Less is more.

#### Use your natural tripod.

Your elbows, that is. Plant them wherever you can to steady the frame.

#### Slow down.

Before shooting make sure your fingers aren't in front of the lens, and take a deep breath to steady your shot.

#### Orient your phone like a camera.

Horizontal/landscape view delivers best results.

#### Light it up.

A mobile lens is small and needs more light. Outdoors is best; inside you'll need as much light as possible. Also remember to keep the light behind you, not the subject.

#### Shoot. Stop. Shoot.

Instead of moving the camera around within a single shot, stop filming, move yourself, then resume filming. This will keep your viewer from getting seasick.

#### Give yourself room.

Make sure you have space to shoot and assess trip hazards. People die every year falling into the Grand Canyon trying to get "the shot."

#### Give yourself room 2.0.

Video files are large and quickly max out your memory. Either download to your computer and delete frequently, or see if you can upgrade your phone's memory.

**Practice, practice, practice!**

