Impact With Smartphone Photography

A Smartphone for Serious Photography?

DSLR technically superior ... but photo quality depends on technical skill, creative vision

Smartphone cameras can produce remarkable pictures ... always at ready ...

After all ... The Best Camera is the One You Have With You

Smartphone Camera Handling

Cradle phone with both hands in “C” shape ... keeps fingers away from lens ... reduces camera shake

To further avoid camera shake, release shutter with volume buttons ... or use Apple headphones

Keep Your Lens Clean

Phone spends lot of time in pocket or purse ... grimy lens = poor image quality

Clean often with microfiber cloth ... (breathe on lens to add moisture — no liquids)

Make small circles with soft pressure

Set Phone Down With Camera Facing Up

Master your camera’s interface

Explore ... experiment with every control... every shooting mode in built-in camera app
Key Features: iPhone Standard Camera App

**Auto**
“Point and shoot”... automatic focus and exposure

**Manual Focus**
Tap a spot on screen to set focus

**Exposure Adjust**
Swipe up or down to make image brighter or darker

**Lock Focus & Exp (AE Lock)**
Tap and hold ... release when focus square flickers

**Burst**
Take 10 photos in one second ... perfect to capture action

**High Dynamic Range (HDR)**
Combines 3 different exposures to create one image with detail in both highlights and shadows

**Grid**
Horizontal and vertical lines divide screen into nine equal parts

**AE/AF Lock**
Touch and hold finger on screen ... AE/AF Lock and sun indicators appear

**Exposure Adjust**
Slide sun indicator up or down to make image lighter or darker

**AE/AF Lock ...**
Compose without losing focus and exposure ... useful for:
- Candid photography
- Scene with movement in background
- Macro photography
- To undo ... tap screen

**Burst Mode**
Hold down shutter to take multiple images ... choose best (delete others)

**Grid**
Helps keep horizons level, architectural lines straight ... easy to compose by Rule of Thirds (turn On or Off with Settings)

**Panorama**
To capture extremely wide view outdoors ... or indoors

**To Create:**
Portrait orientation ... select pano mode ... lock exposure ... press shutter and move camera slowly (from left or right) ... keep arrow on line

**To Stop:**
Press shutter again ... or (best method) move camera slightly in opposite direction
**HDR (High Dynamic Range)**

For extended range of detail … most useful for high contrast scenes

Easy to shake camera … hold phone very still or mount on tripod if possible

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**Video Mode**

Apple introduced video recording with iPhone 3Gs … newest models can shoot brilliant 4K footage

- Several Photo Mode on-screen controls
- Hold phone horizontally … tap shutter to begin recording … tap again to stop
- Time lapse video … create fast-motion video from slow moving subjects
- Slo-Mo video is opposite … captures video at 120 FPS to create slow motion

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**Recommended Third Party Applications**

-(iPhone)-

**ProCamera Control Panel**

Control Panel opens

Tap Menu Icon

Control Panel detail with multiple selections (selected items in green)
Two options in Manual Mode

Full Manual Mode

As with standard camera app ... if shadows too dark or highlights too bright ... use HDR to create better, more balanced exposure

Vivid HDR, is a ProCamera in-app purchase that features 3- or 5-picture HDR processing — a first in mobile photography

Camera+
Feature Set
- Set exposure & focus individually
- Manual control of shutter speed, ISO
- Custom white balance (8 presets or by Kelvin temperature)
- Exposure compensation by up +/- 2EV
- Display a grid or horizon level
- Stabilizer mode
- Burst mode
- RAW image capture
- Timer can be set for as long as 30 sec

Camera+
Settings Menu
Several more options for professional results
**HDR and Movement**

Moving objects are always a problem in shooting HDR.

**With Clarity** … moving objects are no issue … and photo has richer look, more vibrant colors.

Clarity (in-app purchase) captures multiple shots without looking like Picasso painted moving subjects.

**Manual HDR Exposure**

Drag exposure targets to darkest part of scene … to mid-range tonal values … to brightest area.

**Custom control** … stronger, more dramatic HDR than standard Camera app.

**Pro HDR X**

- Editing Panel:
  - Opens once image is taken.
  - You can save without adjusting … best is to use right away, then save.
  - Adjust slider if you feel HDR effect too harsh or unrealistic.
  - Fine tune exposure and contrast if needed.

**Pro HDR X**

- Exceptional highlight and shadow detail in backlit iPhone photo.

Available for Android as ProHDR Camera ($1.99).

**Pro HDR X**

- Tap button next to large shutter button to open Settings, Library Mode, Info or Timer (up to 20 sec).