



# CREATIVE MEDIA **FUNDAMENTALS**

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## **GET CREATIVE WITH THE IPHONE CAMERA APP**



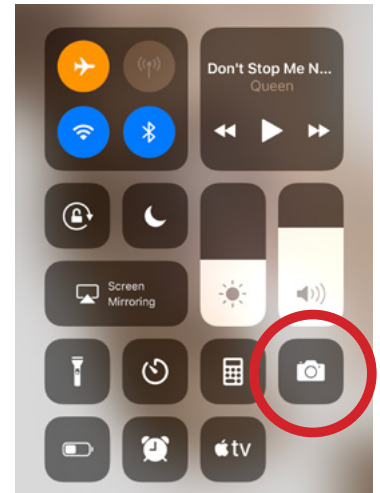
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CMFO02

# ACCESSING THE CAMERA

## QUICK METHODS FOR ACCESSING THE CAMERA

- Some iPhones have a camera icon on the lock screen. Press and hold on the camera icon to quickly access the camera.
- On the lock screen, drag your finger from outside the right edge of the screen into the middle.
- With both methods above, the phone will remain locked while the camera app is open, so anyone you hand your phone to cannot access the phone's contents.
- You can also quickly access the camera via the camera icon within the control center. Control center is the pop-up screen that contains some of the most frequently-used settings on your phone.



Control center may look different depending on your iPhone model and how the icons are customized icons.

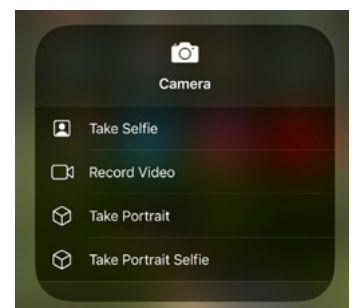
## TWO WAYS TO ACCESS CONTROL CENTER (DEPENDS ON HOW OLD YOUR DEVICE IS)

- **New devices:** Drag down from upper right corner of the screen. (the “notch” on iPhone X)
- **Older devices:** Drag up from the bottom edge of the screen, starting with your finger outside the usable area of the screen. Note that this can be difficult with some iPhone/iPad cases.

## THE CAMERA ICON WITHIN CONTROL CENTER

Accessing the camera via control center is great for when you're in the middle of using an app.

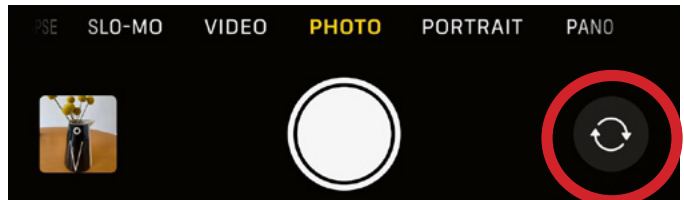
- Press quickly on the icon to get directly to the camera app.
- Press hard on the icon to choose between Take Selfie, Record Video, Take Portrait or Take Portrait Selfie. If the camera icon does not show up in control center, choose Settings>Control Center>Customize Controls.



# TAKING PHOTOS

## SWITCH FROM REAR TO FRONT-FACING CAMERA

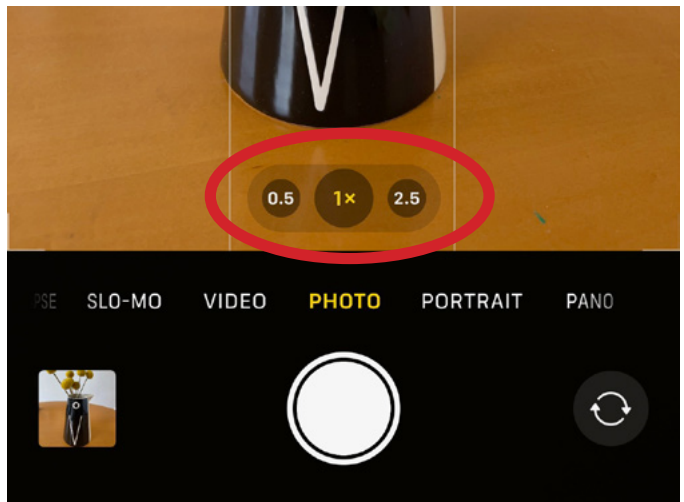
The iPhone has both rear and front-facing (selfie) cameras. Switch between the two by tapping the icon in the bottom right corner of the camera app screen.



## ZOOM IN AND OUT

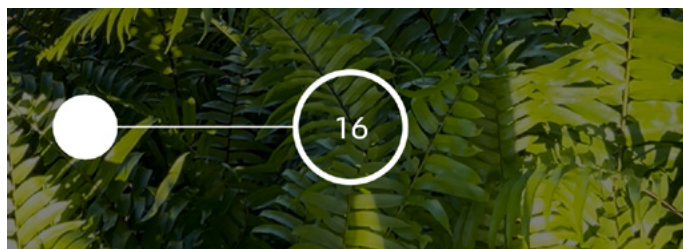
To zoom in on a subject, use two fingers to touch the screen and expand your fingers away from each other. This is basically the opposite of a pinching motion. To zoom out, place two fingers on the screen and pinch them together.

Some phones have three lenses and you can switch between the 1x, 0.5x and 3x (or 2.5x) lenses by tapping the setting at the bottom of the viewfinder window. You can also drag from one number to the next to use digital zoom and access an intermediate zoom level.



## BURST MODE

With burst mode, the phone will take a rapid succession of images. Drag the shutter button to the left and keep your finger held down to take a burst of photos. You will see the photo count inside the shutter button. Release your finger to stop.



## CONTROL THE EXPOSURE

In the camera's viewfinder screen, tap to choose which area should be properly exposed. A yellow box will appear around the object you tapped on. Drag up/down on the yellow box to adjust the exposure.

Tap and hold on the screen to lock both the focus and exposure. The yellow box will quickly pulsate and an AE/AF LOCK icon will appear to indicate that the exposure is locked. This is great for videos where one side of the pan is much brighter than the other and you want consistent brightness.



**LEFT:** The yellow box appears around the object that was tapped to set the exposure.  
**RIGHT:** The AE/AF icon appears after you tap and hold on an area to lock the exposure and focus.

## EXTRA CAMERA CONTROLS

Tap the little arrow at the top of the screen and you'll be presented with some additional controls that appear just below the image window. These controls may differ depending on what you're pointing the camera at, and are as follows:

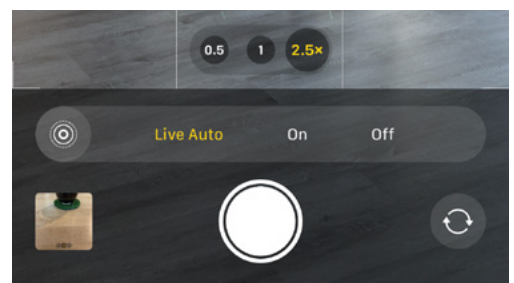
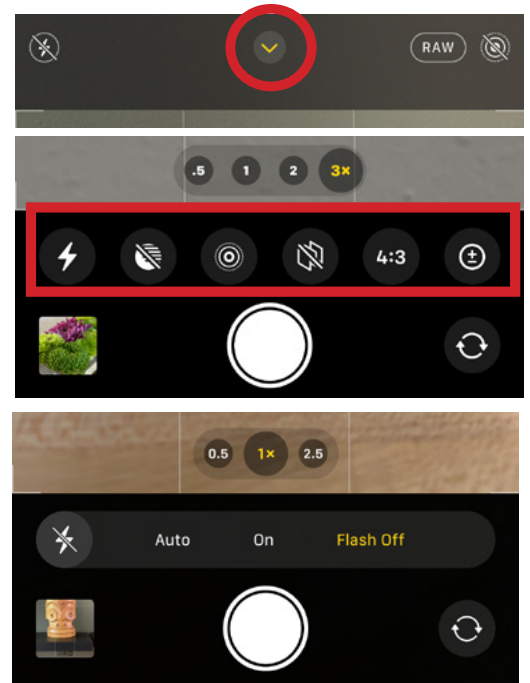
### FLASH

The icon that looks like a lightning bolt is the flash setting. Tap it and three choices will appear.

- **Auto:** It's the best setting most of the time.
- **Off:** Use this setting when you want to make a silhouette, when the foreground is unimportant or when it would be inappropriate to use a bright flash.
- **On:** Turn the flash on to get rid of shadows when shooting a menu or receipt. Use the flash as a fill light for back-lit subjects and, of course, the flash will help in indoor or night-time low light situations (if auto doesn't turn on automatically).
- **Double flash:** If the flash goes off twice, the first flash is to get your pupils to close down, which helps prevent red eye. The second flash is when the photo is taken.
- **Selfie mode:** Flash in this mode just fills screen with white.

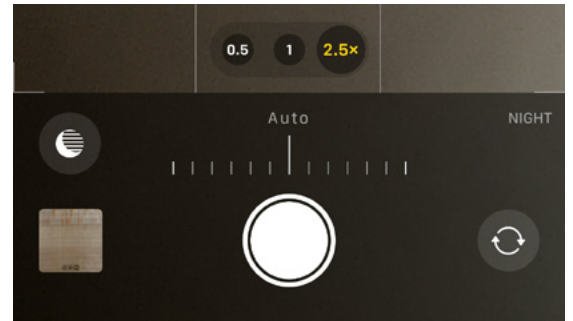
### LIVE PHOTO

The second icon at the top of the screen is the Live Photo icon. When Live Photo is turned on, the camera captures three seconds of video with sound that starts BEFORE you pressed the shutter button. When swiping through your photos, you will see partial motion appearing in the images that have been captured with Live Photo. To see the full length of the mini video, press and hold on the photo when viewing the image full screen.



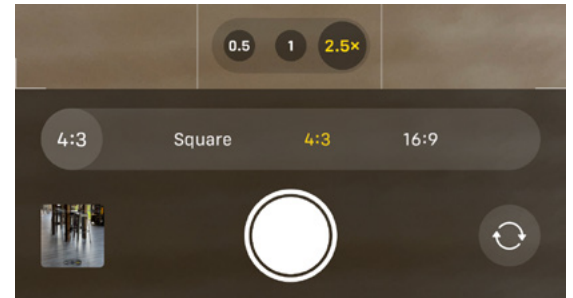
## NIGHT MODE

This setting will only appear when the camera detects a low-light environment and it will turn on by default. The capture may be fast, or up to a few seconds long, depending on how dark the scene is. If the scene is very dark, the camera will need to be held very still in order to prevent motion blur.



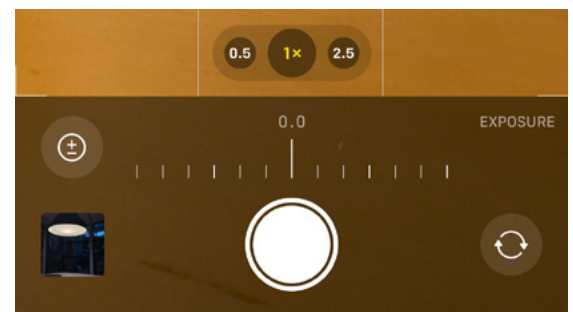
## ASPECT RATIO

The aspect ratio icon allows you to choose between capturing a square photo, a 4:3 photo or a 16:9 photo. It will be set to 4:3 by default.



## EXPOSURE

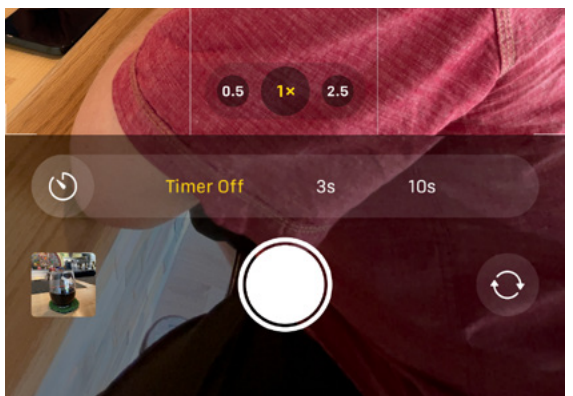
We already talked about how you can control exposure by tapping and dragging up and down directly on the screen. This control simply provides another way of doing that. When the icon is active, you can drag left or right on the horizontal scrubby bar in order to make the image brighter or darker.



## SELF TIMER

The self timer setting looks like a clock icon. Tap it and three options will appear. By default, the self timer is set to OFF. You can also choose from 3 seconds (for hand held) or 10 seconds (if you need to get in position in a group shot or position yourself in a scene for a distant selfie).

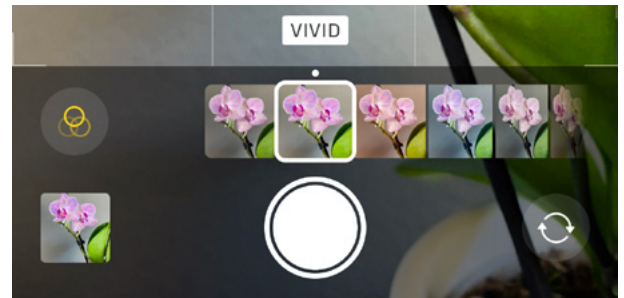
The 3-second timer flashes the flash six times before capturing a shot. The 10-second timer flashes the flash once a second and then speeds up right before capture. If flash and live photo are turned off, then it will take a burst of 10 shots so you can choose the one where everyone is smiling or has their eyes open.



## FILTER

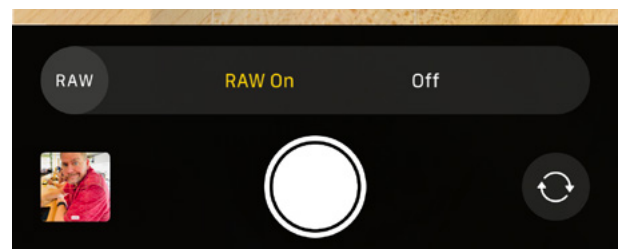
The filter icon is on the far right and looks like three overlapping circles. Tap it and a series of visual effects will appear below the image window. When you choose a visual effect, it will preview live as you capture a photo.

If the filter icon is yellow, then an effect is chosen. If it's gray, then it's turned off. To turn off the effect, click the filter icon and choose the left-most option, which is called original, which should turn the icon gray again. Know that the filter is changeable after the fact via the edit button when viewing a photo.



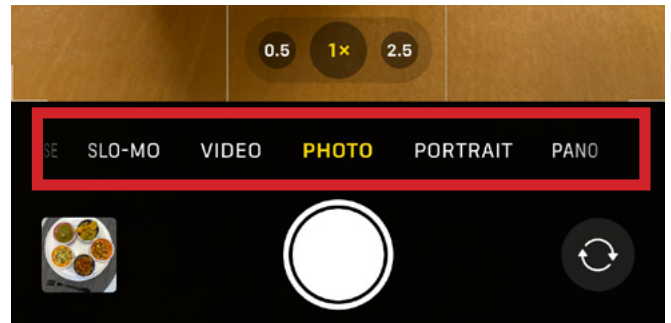
## RAW

If you turn this setting on, the camera will capture the image in a raw file format. This is a much larger type of file that contains much more information than the standard iPhone photo format. Because these files contain so much more information, you can perform more extreme edits without degrading the quality of the image. Note that the raw option will only be available if you enable it within your phone's Settings app.



# PHOTO & VIDEO OPTIONS

When you open the camera app, a horizontal menu of shooting options will appear right below the viewfinder window. Scroll your finger left and right on this menu in order to choose a different option. The active option will be highlighted in yellow, just above the shutter button. The shooting options are as follows:

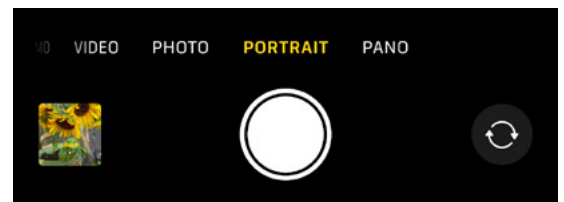


## PHOTO

This is the option that is active by default and it will capture a standard photo using a 4:3 aspect ratio (unless you have changed the ratio in the shooting settings). If your phone has more than one lens, you will see the zoom options in the bottom of the viewfinder window.

## PORTRAIT MODE

The Portrait setting creates a blurry background effect by using computational photography instead of the traditional optical version. It can have issues with glass/transparent objects where a traditional camera would not have a problem. This setting works best when shooting portraits (hence the name).

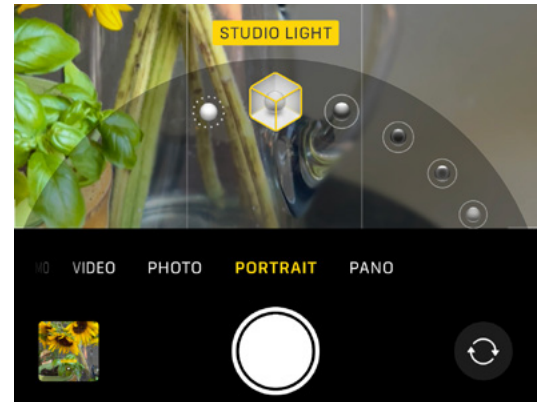


When taking a picture in Portrait mode, the subject must be over two feet away, but no farther than eight feet away. Tap on the screen to control what should be in focus (near or far scene). Choose a simulated f-stop via the circular “f” icon in the upper right. Use lower numbers for a blurrier background effect.

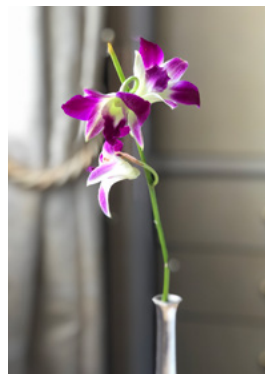


The dot above the scale represents the default and is the only setting that will change the “f” icon back to normal. Otherwise, it shows the chosen setting.

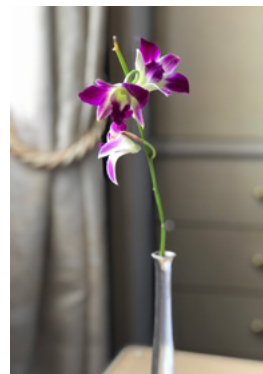
There are various styles associated with Portrait mode and you can choose between the different styles via the picker at bottom of the viewfinder window.



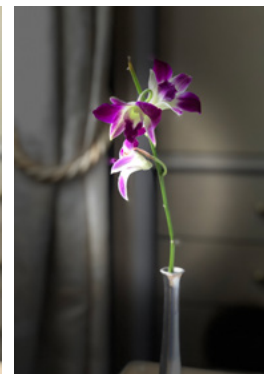
**Natural Light**  
**Light Mono**



**Studio Light**



**Contour Light**



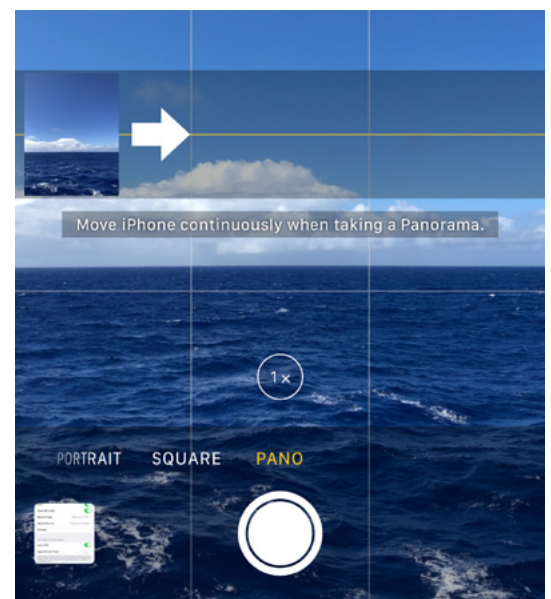
**Stage Light**



**Stage**

## PANO

This camera option allows you to create horizontal or vertical panorama images. To shoot a pano, frame up the start, press the shutter button, pan and then press the button again when you're done. Your goal is to keep the arrow on the line (watch the arrow more than the scene you are attempting to photograph). If the arrow doesn't stay on the line, then you will have an oddly shaped panorama with edges that aren't straight. Imagine that the arrow is a car you are driving that is being viewed by a helicopter above... the line is the road you are supposed to be driving along. If the arrow goes above the line, then pan downward until you're back on the line.



While panning across a panorama, watch for the Slow Down warning. This will appear when you are panning too quickly for the camera to capture the scene.

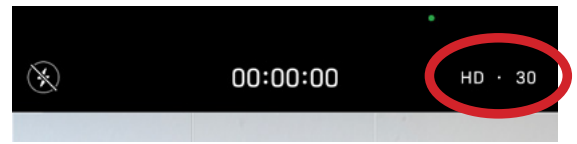
Before starting a panorama, you can decide which direction you would like to pan. Tap arrow to switch the panning direction. To shoot a vertical panorama, rotate the phone horizontally and pan down to up, or vice versa.

When making a panorama, you can control the exposure spot and lock the exposure, but you can NOT adjust the brightness by dragging up or down.

## VIDEO

When shooting video, you can use the same techniques for setting the exposure (tap on the screen) and locking the exposure/focus (tap and hold on the screen). The ability to lock the exposure can be rather useful with videos, especially when panning up and the sky ends up filling a good part of the frame at the end.

Before capturing video, you can use the settings in the top right corner of the screen to specify video quality. You can choose between HD and 4K video. It is set to HD by default. You can also choose between 30 fps (frames per second) and 60 fps. It is set to 30 by default.



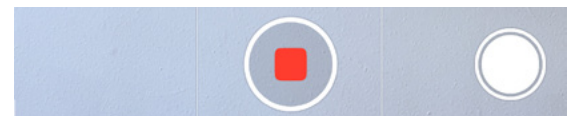
Camera is ready to take a picture.

The Flash setting turns on the device's flashlight, which is only really useful for very close subjects.



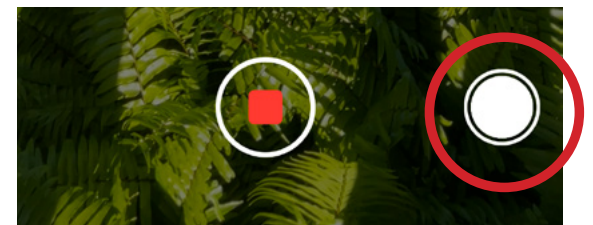
Camera is ready to record a video.

The shutter button indicates the current mode. If the button is a white circle, the camera is set to capture a still photo. If the button is a red circle, the camera is ready to shoot video. If the button is a red square, inside of a circle, it means that the camera is actively recording video.



Camera is actively recording video.

Note that you can also capture a still photo via a separate button while actively recording video.



## SLO-MO

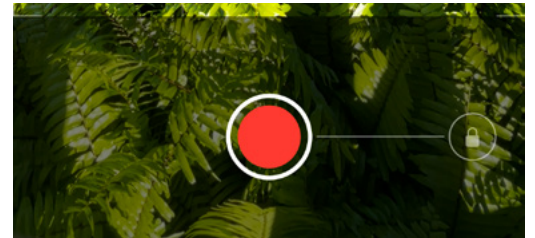
This setting shoots video but slows down time. It starts and ends at full speed, with the slow motion part in the middle. You can control how much of the video is slow after the fact. Slow-Mo is great for shooting things like flapping flags, action shots, etc. When this mode is active, you can use the setting in the upper right corner to choose between 240 fps and 120 fps.

## TIME-LAPSE

This setting also creates a type of video that speeds up time.

## QUICK TAKE

This is somewhat of a hidden mode that is not included in the horizontal shooting mode menu. QuickTake allows you to capture video while taking photos without changing modes. When you open the Camera App, the Photo mode will be active by default. In this mode, tap the shutter button once to take a photo. Tap and hold your finger on the button to capture a video. While recording, you can also drag your finger up and down to zoom in and out. Simply release the button to stop recording.



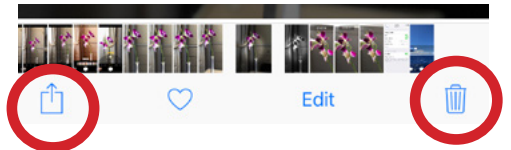
To continue recording video without having to hold your finger on the shutter, drag your finger to the right (toward the lock icon) and then release. The lock icon will turn into a shutter button. Tap this button to capture a still photo while the video is recording. When you want to end the recording, tap the red record button.



# REVIEW YOUR IMAGES

While in the Camera app, you can review the last shot taken by tapping on the tiny image thumbnail to the left of the shutter button. When you're done reviewing the image, tap the arrow in the upper left to get back to the camera.

While reviewing an image, you can choose to delete it by tapping the trash icon in the lower right. Tap the share icon in the lower left to text or email the image.



## TIPS & TRICKS

- The volume buttons also work as shutter buttons. This works the same with the volume controls on your headphones. You can use it like a cable release.
- Additional settings can be accessed by opening the settings app (the one that looks like a gear icon) and choosing the Camera option. Here, you can turn on the Grid overlay (for rule of thirds grid). On older devices, it's visible for photos, but not when shooting video.
- The Preserve Settings option will allow you to prevent the camera settings from auto-reverting to the defaults.
- The Scan QR code setting will convert applicable codes to a web URL.
- Download the Camera Remote app for Apple Watch to use the watch as a viewfinder and remote shutter release for your iPhone.

