

iPhone filming quick guide

for vertical & horizontal

How you can use your iphone to
create incredible videos

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HOW TO
FILM
YOURSELF
SHOTS GUIDE

CREATED BY **BRYAN HYNES** 2025

THE STARTER KIT

WHAT TO GET WHEN STARTING

The main focus when starting out is to get the basics right. Even with a phone, footage can look amazing.

The basics:

- Well-framed and creative shots
- Correctly exposed images
- Easy-to-use lights
- Great audio



LINKS & STARTER LIST

- **IPHONE 15 PRO**. Multiple lenses with the ability to film Log.
- **VARIABLE ND FILTER**. Control the light and expose the image correctly in bright or sunny conditions.
- **JOBY TRIPOD** Functional set-up. Vertical head. Value for money.
- **PHONE CLAMP**: Attach the phone to the tripod or magic arm.
- **DJI MIC 2**. Easy to use - Professional sound quality - Works with phones and cameras
- **MINI APUTURE LIGHT PANEL** - Versatile and bright with hue/color control
- **NEEWER CLAMP AND ARM** - Great for mounting all kinds of objects or cameras for creative shots.



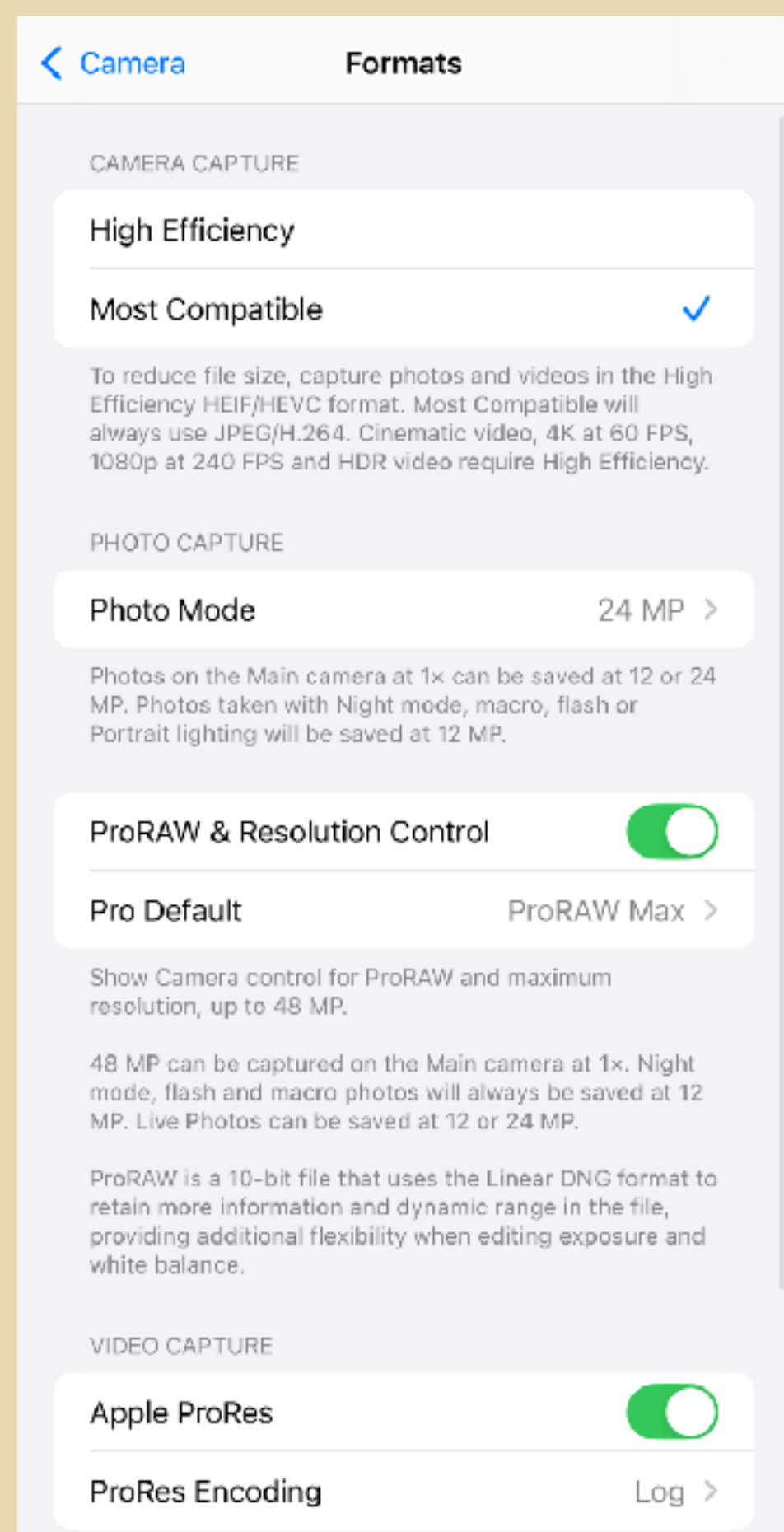
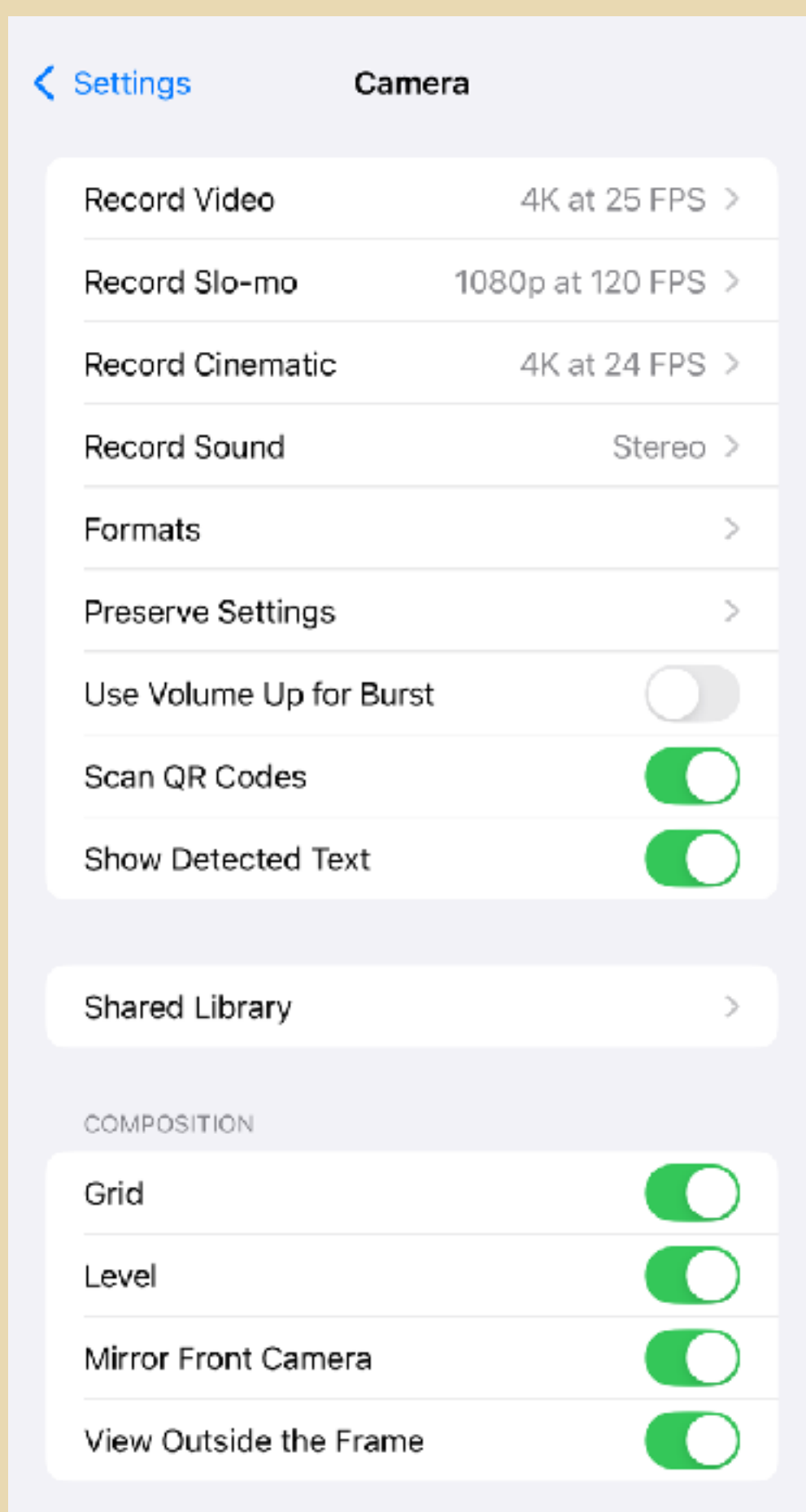
More on this topic in The Shots Guide

THE SETTINGS

CAMERA SETTINGS MADE SIMPLE

Mastering your camera settings is the secret to turning raw shots into cinematic art.

Below are my iPhone camera settings.
For manual control - check out the next page.



If you're in the America use 24FPS everywhere else use 25FPS



More on this topic in The Shots Guide

THE SETTINGS

CAMERA SETTINGS MADE SIMPLE

For manual control of your camera, try using the Black Magic or Filmic Pro apps. Personally I use the Black Magic App



1. Resolution

Film in 4K: Codec H264

2. Frame Rate

24fps: For that classic cinematic feel.

30fps: For social media

2. Shutter Speed & 180° Rule

Rule: Double your frame rate for shutter speed.

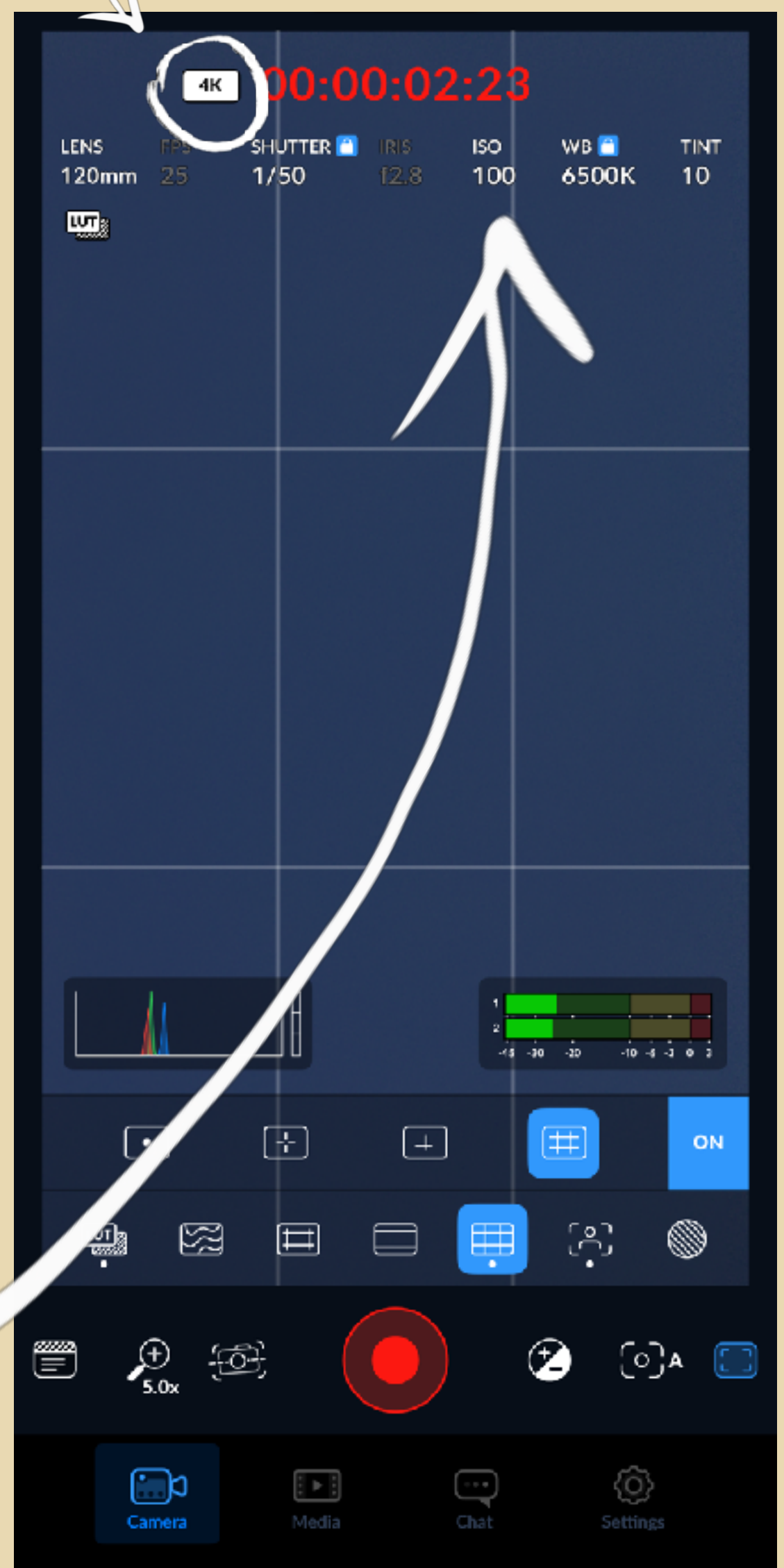
Example: 25fps = 1/50 sec.

4. ISO

In bright light: Keep ISO low (around 100) for clean, noise-free footage.

Tip: Use an ND filter to control exposure.

*black magic app screenshot



More on this topic in The Shots Guide

THE LIGHT

FIND YOUR LIGHT

Light is everywhere, you just have to know where to look.



1. **Find the light:**

Scout for natural light—golden hour is your best friend for warm, flattering tones.

Example: Film your outdoor scene just before sunset to capture that soft, golden glow.

2. **Shoot into the light:**

Position your subject facing the light source for dramatic silhouettes and rich textures.

Example: Have a portrait subject stand against a setting sun for beautifully lit hair and soft shadows.



THE SHOTS

GET THE SHOT

The right shots don't just capture a scene. They tell the story.

1. **Get a range of shots using you iPhone lens:**

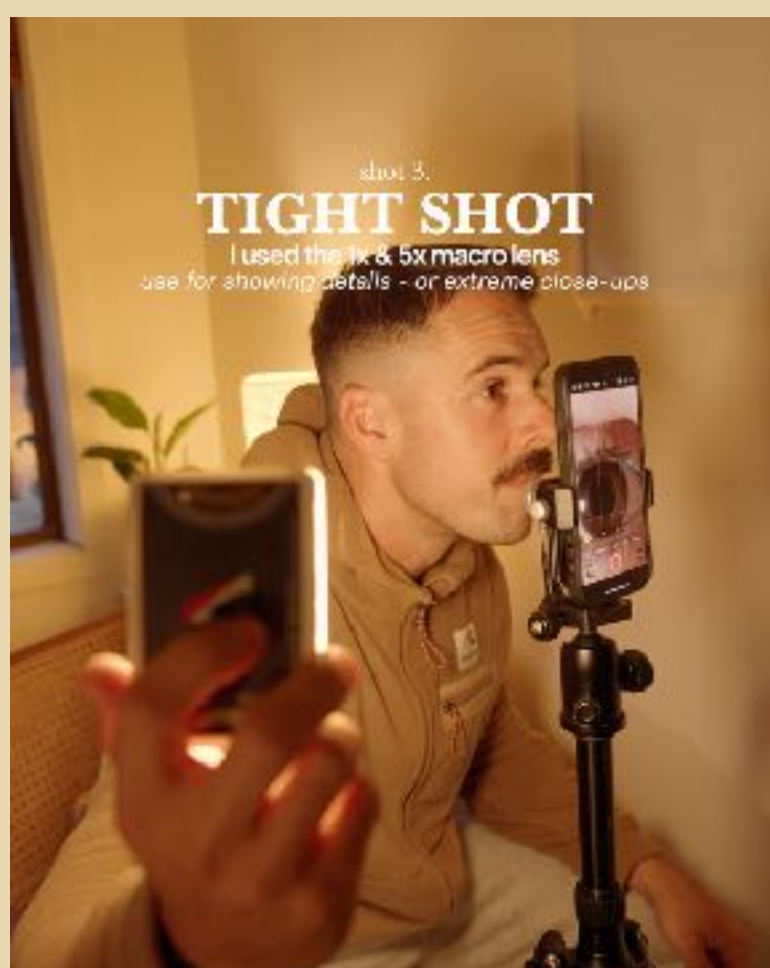
Use 0.5x or the 1x Lenses for Wides.

The 2x Lens is great for Medium shots.

Get the camera close to an object to get a close-up or tight macro shot.

2. More on this in the full Shots guide.

Tap above to get the full version.



More on this topic in The Shots Guide

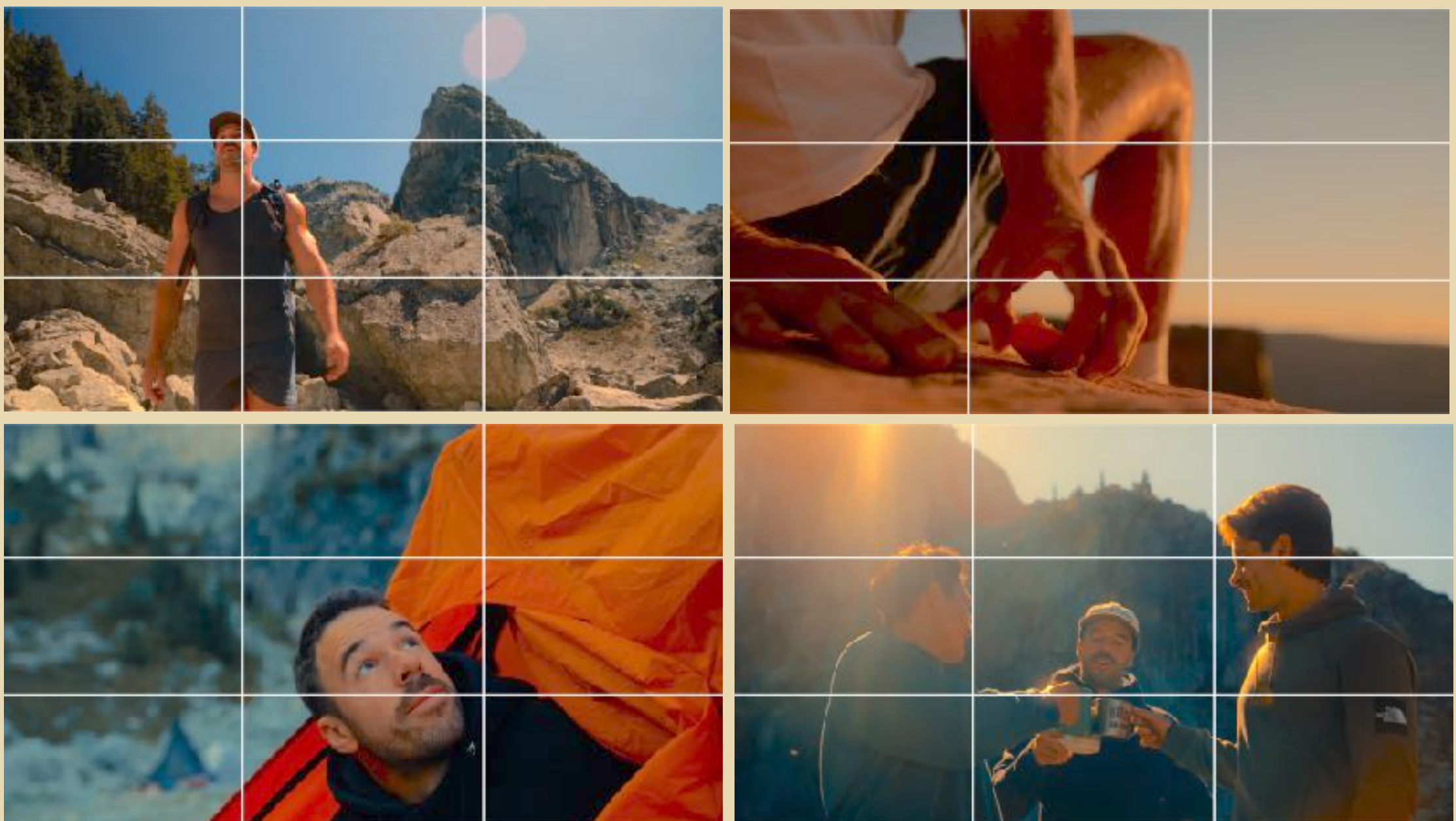
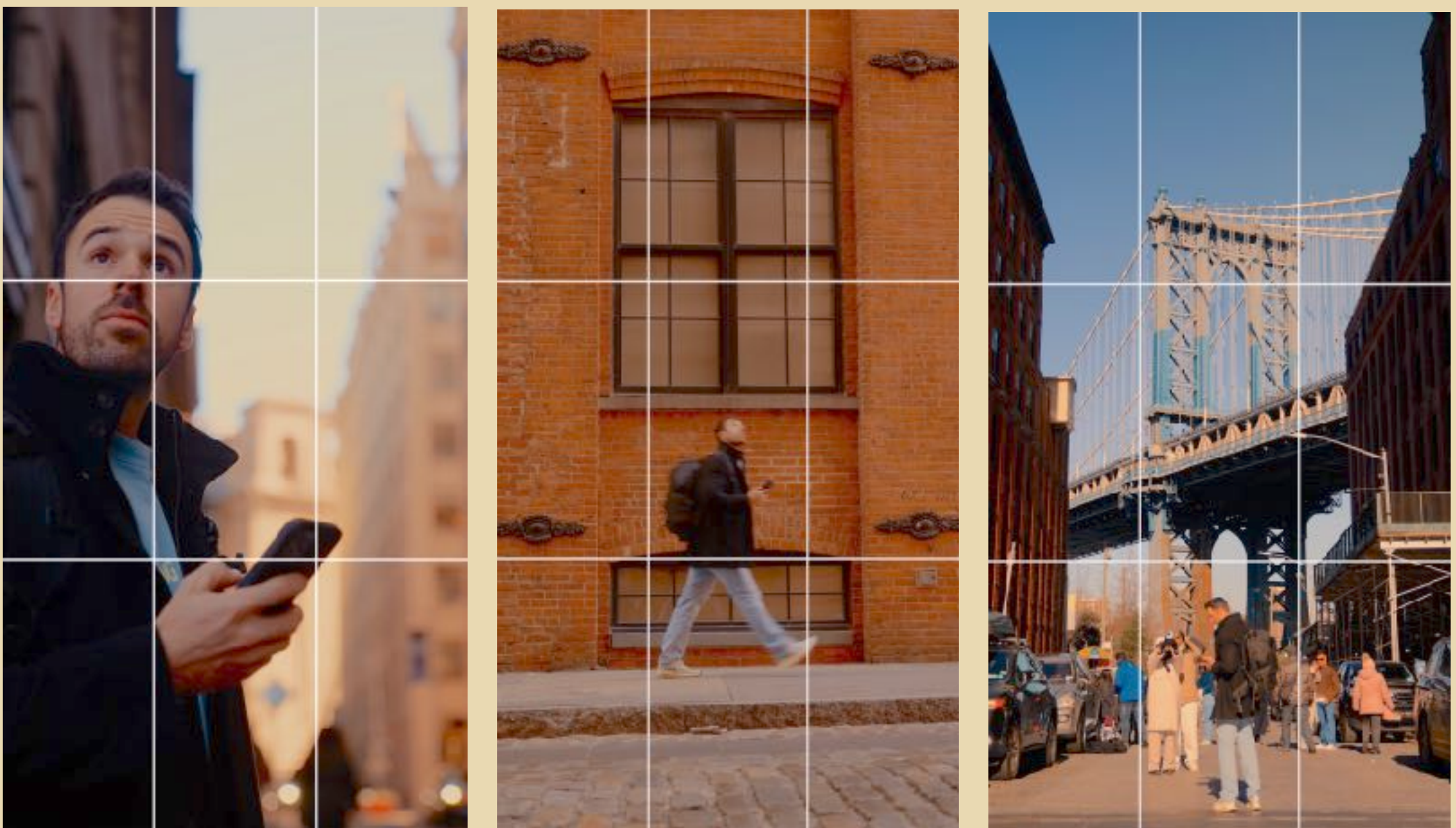
THE FRAMING

COMPOSE YOUR SHOT

1. RULE OF THIRDS

Rule of thirds is where subjects are placed along the intersecting gridlines for a balanced composition.

Divide your frame into a 3x3 grid. Place your subject along these lines or intersections to make the shot feel balanced and interesting.



More on this topic in [The Shots Guide](#)

THE COVERAGE

CAPTURE EVERY ANGLE

CAMERA COVERAGE:

Coverage is all about **options**.

The more angles and shots you capture, the more control you have in the edit.

A well-covered scene lets you shape the pacing, build emotion, and guide the audience's focus.



WATCH IT HERE



More on this topic in The Shots Guide

THE FOCUS

HOW TO NAIL YOUR FOCUS

Auto focus

Keep the frame and subjects sharp. Let the camera do the heavy lifting.

Example: Shooting a wide shot with a subject.



Manual focus/ Lock focus —

Set your focal point and lock it. perfect for controlled, pro-level shots.

Example: Shooting a cinematic interview or a specific point that stays locked in focus while the background remains softly blurred.



THE EDITING

MAKING SEAMLESS CUTS

1. EDITING ON MOVEMENT & ON ACTION

Cutting on action to keep the flow smooth and natural.

Example:

CLIP ONE: Arriving to the view

CLIP TWO: Holding camera checking settings

CLIP THREE: Turning the lens for focal length

By cutting mid-movement, the transition feels fluid and intentional.

CLIP ONE



CLIP TWO



CLIP THREE



I personally edit in Final Cut Pro but Davinci or Capcut are also great. .



More on this topic in The Shots Guide

Want more?

TAP HERE

Get The Shots Guide Version 3.0 to learn all the shots, angles, storytelling tactics + LUTS, OVERLAYS, SFX, & BLOOM with easy to follow tutorials.

Tap below to get your copy here:

The Shots Guide 3.0

A pocket-sized guide to cinematic storytelling

The iPhone Quick Guide is a small snapshot into the full Shots Guide

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