

The iPhone filming 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.



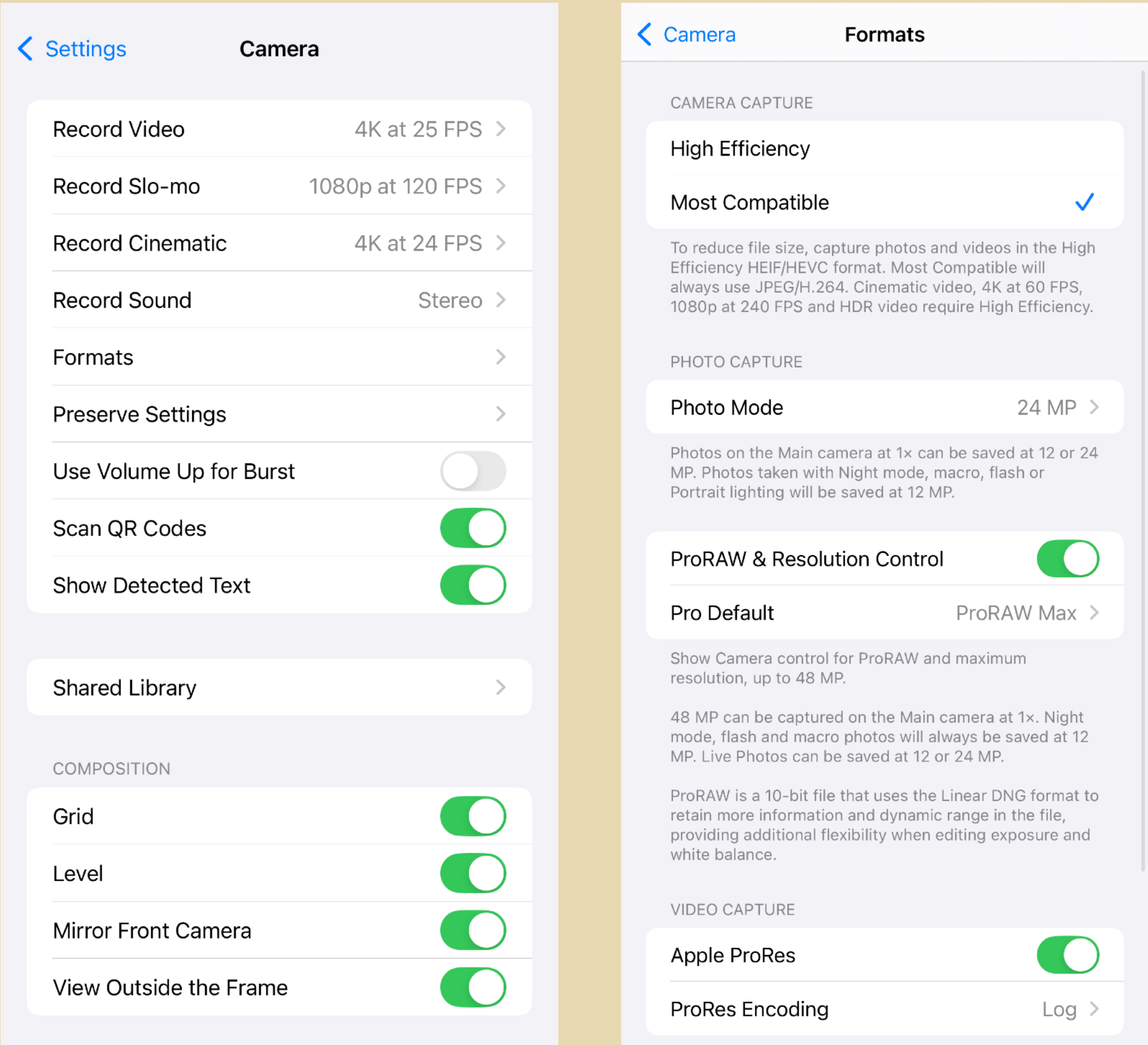
More on this topic in The Shots Guide

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



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.

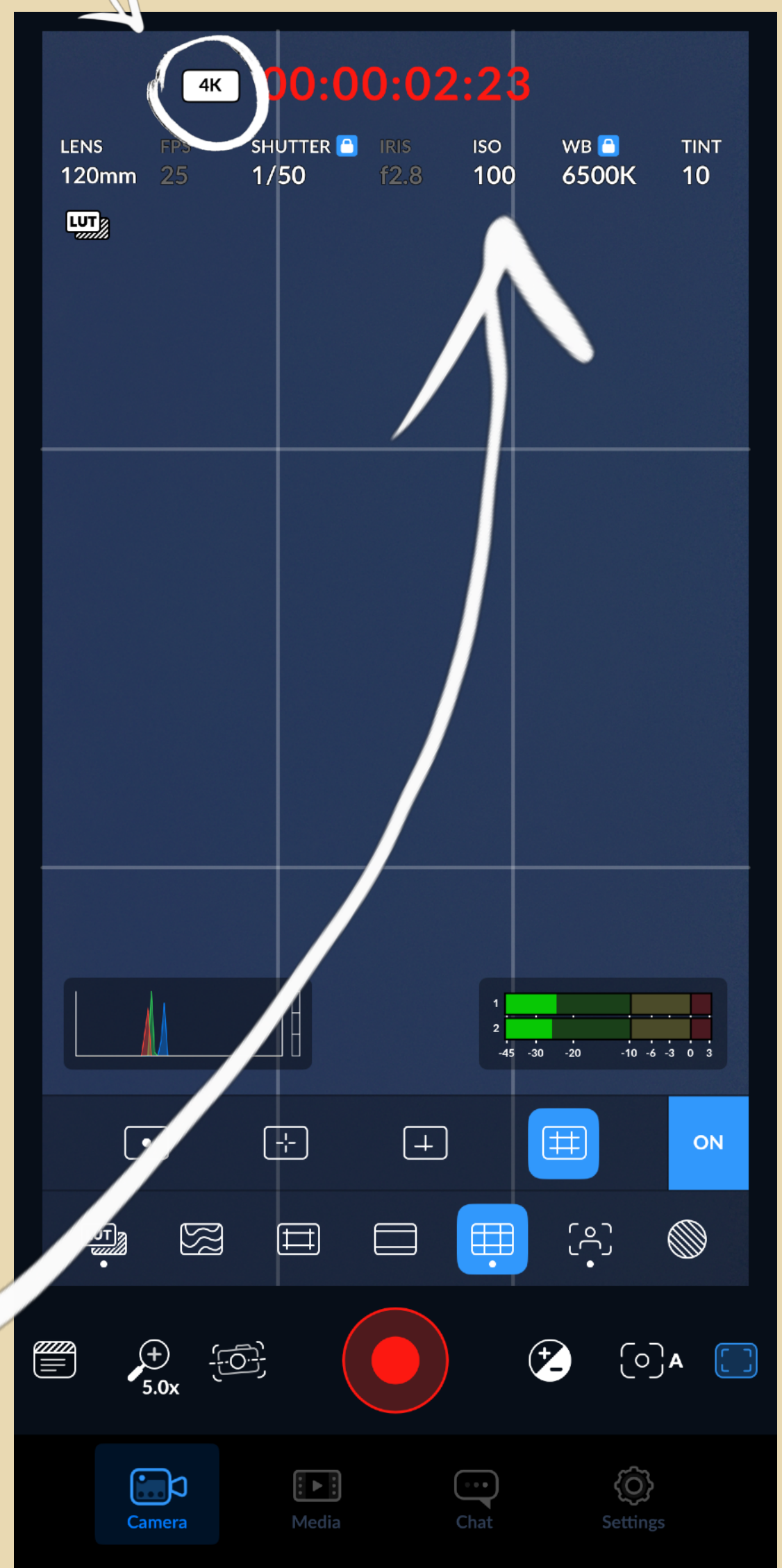
Example: 25fps = 1/50 sec.

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



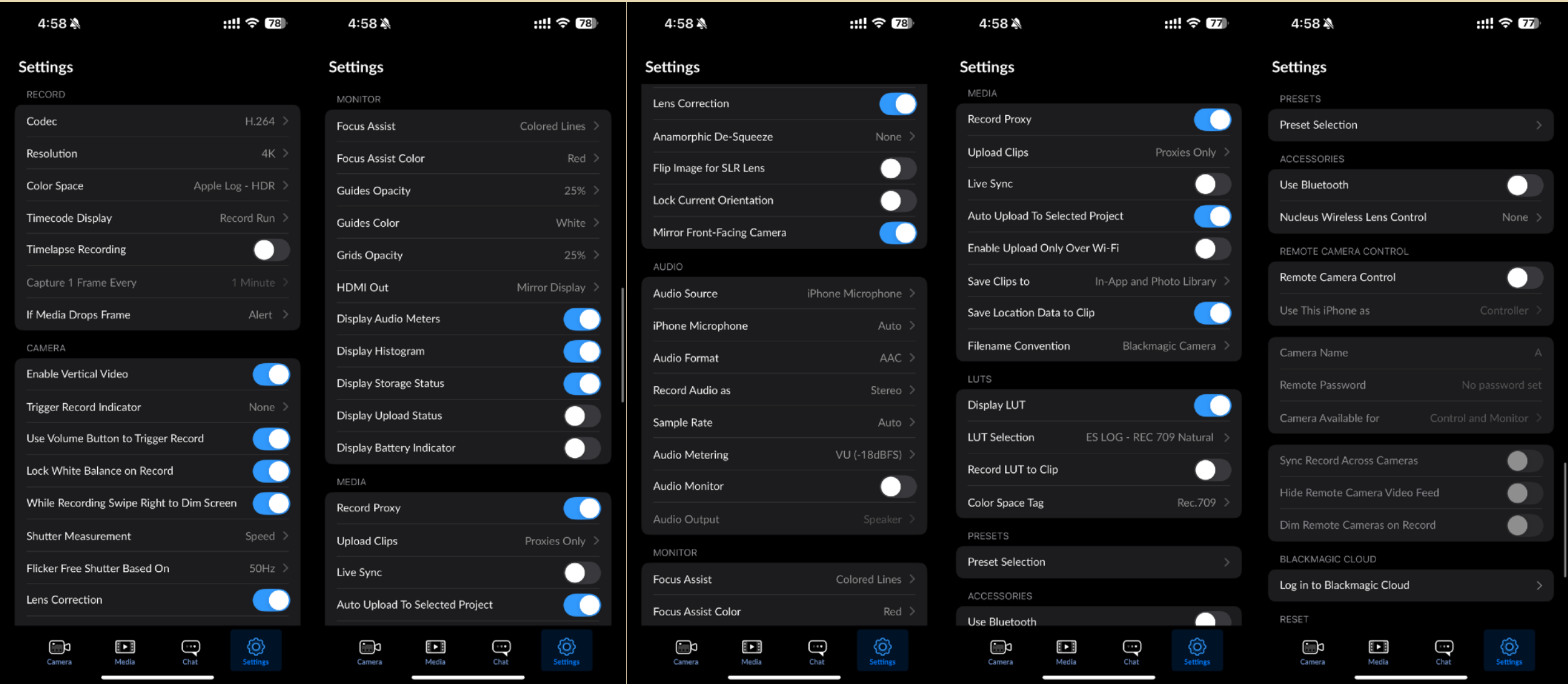
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THE SETTINGS



MY BLACKMAGIC SETTINGS

For an easy follow set up - here are my settings.



Note: I use a LOG (flat) colour profile and then add my conversion LUT when editing (brings all the colours back).

This gives the best cinematic footage for colour grading.
Do this only if you want the highest quality.

*Luts linked on last page



Tip:

1. In (Display LUT) you can upload your own LUT if shooting in Apple Log. I upload my own to see what it will look like when graded.



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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.



More on this topic in The Shots Guide

THE SHOTS

GET THE SHOT

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

Get a range of shots using your iPhone lens:

1. **Wide shots.** Use 0.5x or the 1x Lenses
2. **Medium shots.** The 2x Lens is great.
3. **Tight shots.** Get the camera close to an object using a 1x lens for a macro shot, or use a 2x & 5x lens.
4. Add **Creative shots** to your video by changing the angles and mounting the phone in unique places.



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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.

Shoot your actions and scenes using a combination of shots (previous page).

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

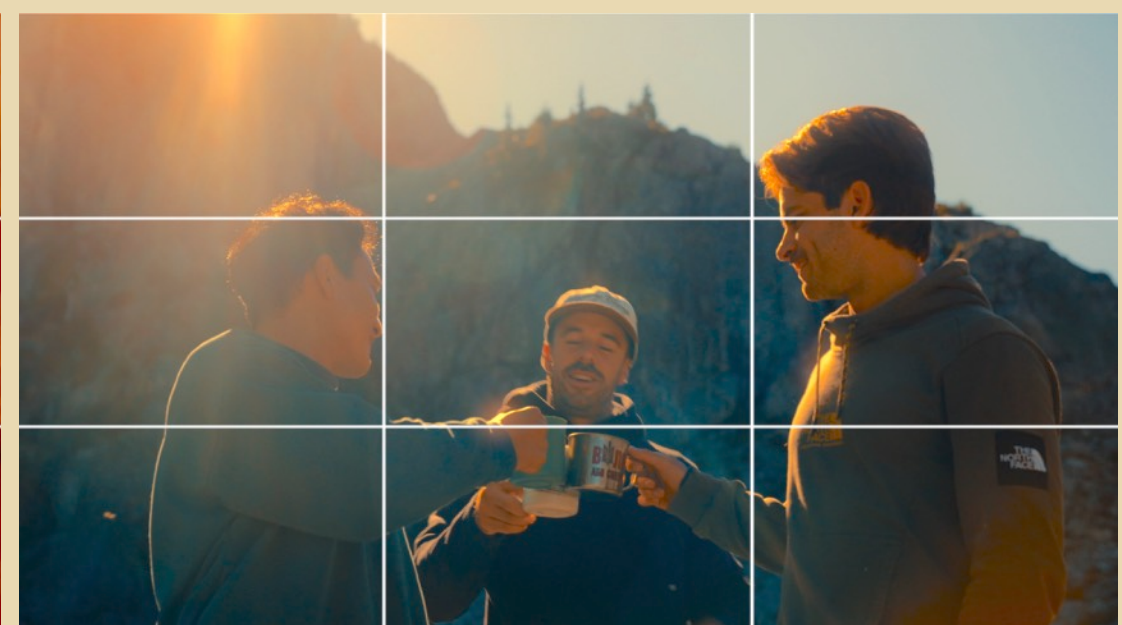
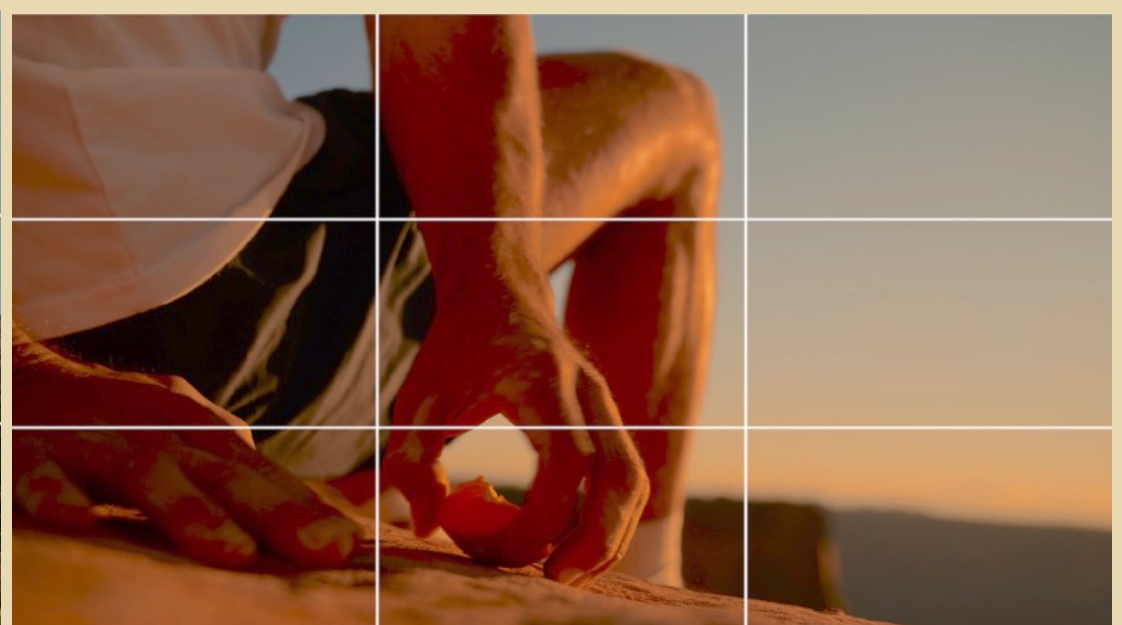
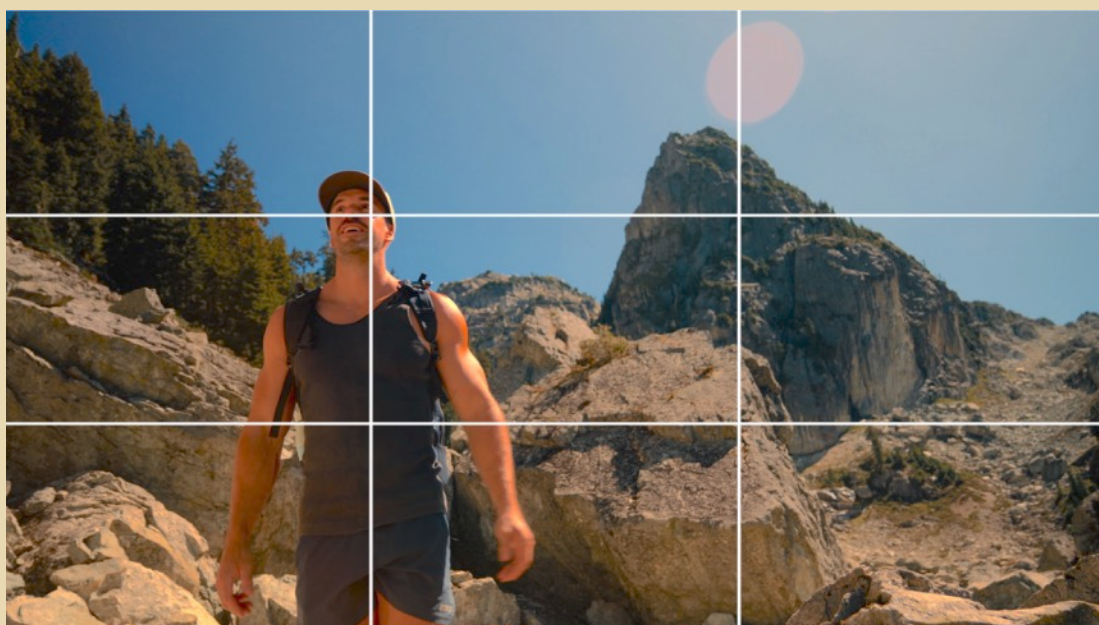
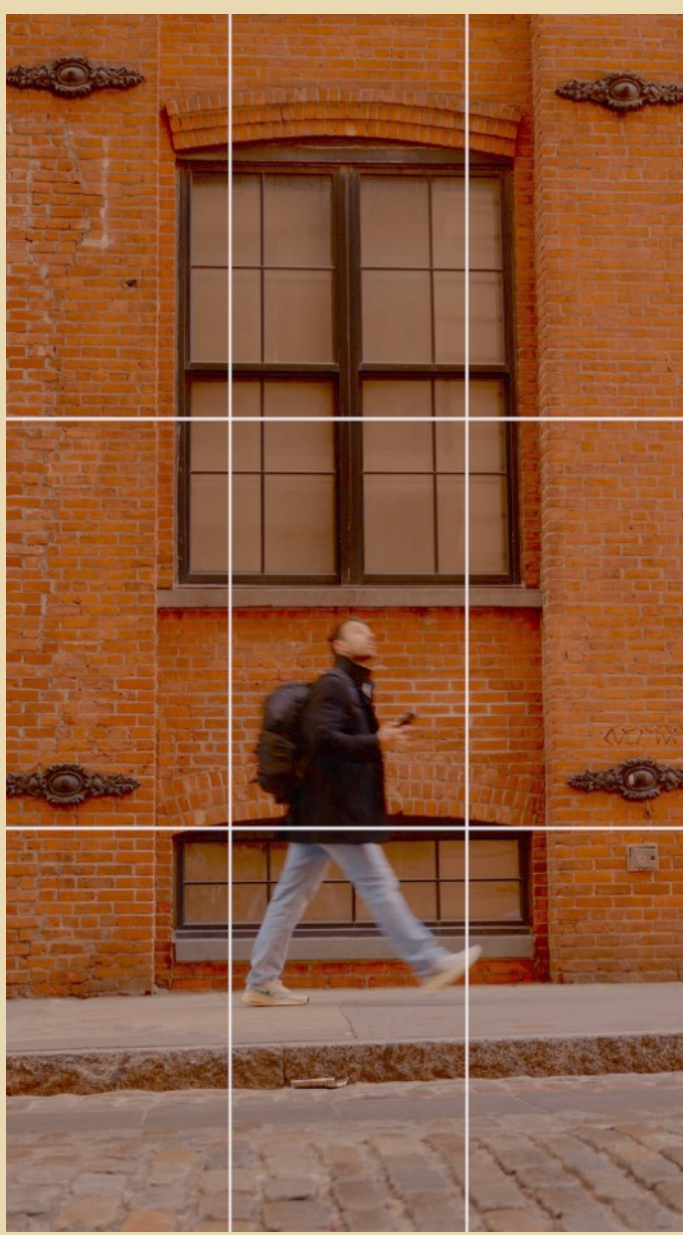
THE FRAMING

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 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.



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THE EDITING

MAKING SEAMLESS CUTS

1. EDITING ON MOVEMENT & ON ACTION

Cutting on action to keep the flow smooth and natural.

Example:

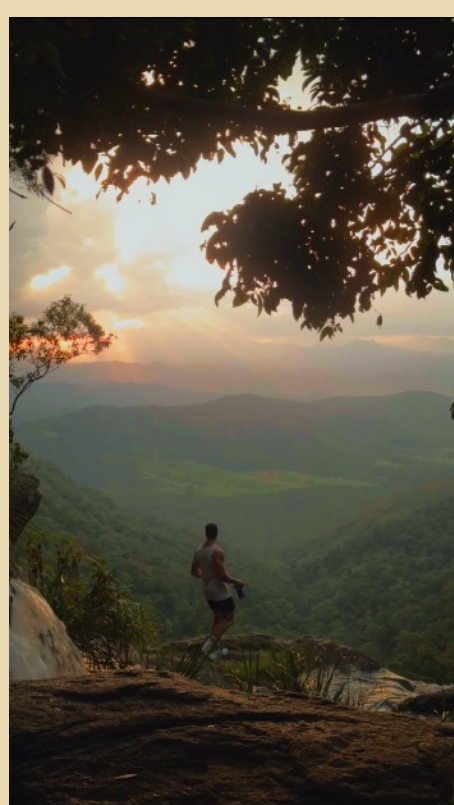
CLIP ONE: Arriving to the view

CLIP TWO: Holding camera checking settings

CLIP THREE: Turning the lens for focal length

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

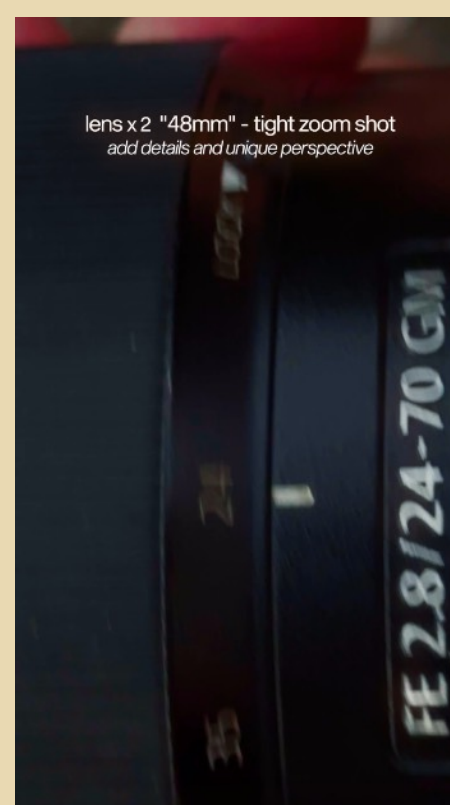
CLIP ONE



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 to learn more?

Finally, film yourself confidently & shoot beautiful sequences for your brand.

Feeling like you're starting late?
Want to create high-quality but struggling?
Need to tell your story but feeling lost?

The 5 week film yourself online cohort has just launched.

TAP to visit the live film yourself cohort

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