

**GRIT & GRAVEL**

SM



**CONTENT CAPTURE**  
*cheat sheet*

# VIDEO CAPTURE

*cheatsheet*



1. When our team is not available to capture content for you, we suggest using an iPhone 14 for the best quality video and ease of use. Remember to **shoot at the highest quality and resolution**. If you go into the settings of your iPhone 14, we suggest shooting at a minimum of 4K (3840 x 2160) and 60fps.



2. Use a soft cloth to remove smudges from the lens.



3. Remember to use the back lens and not the selfie lens.



# VIDEO CAPTURE *cheat sheet*



4.

When using a smartphone for any **interview style content keep the camera within 3' of the subject.** If possible use a shotgun or bluetooth microphone for better sound.

5.

Shoot in **landscape (horizontal) orientation when footage is needed for longer form content** or to support existing video projects as b-roll footage. **Shoot portrait (vertical) orientation for any video used strictly for social media / reels content.**

# VIDEO CAPTURE *cheat sheet*



6. Use a tripod. If you don't have one, let a friend hold the camera for you; don't hold it yourself.



7. Look into the camera lens, not at the person who's holding the camera / phone. (Unless you want to appear interview-style.)



8. Pick a quiet location with minimal background noise. Great sound is the key to a great video.

# VIDEO CAPTURE *cheat sheet*

*Be careful with too much light!*



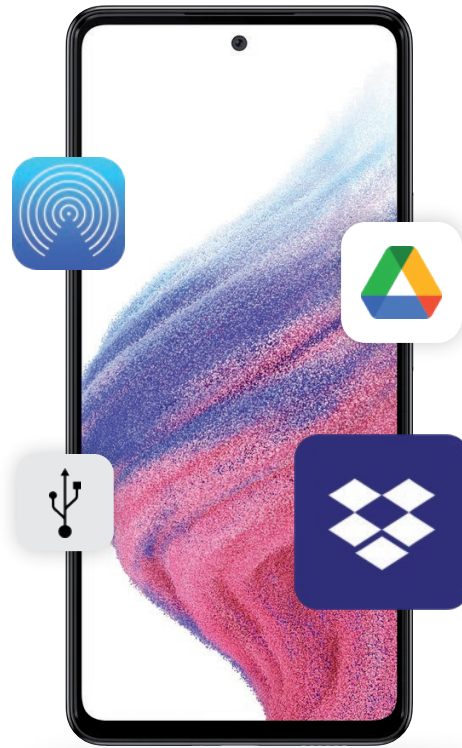
**9.** Try to find an interesting setting. Avoid standing in front of a blank wall if possible.

**10.** Pick a well-lit spot and do not shoot against a window or other bright background.

**11.** Be aware of your surroundings and what's in your shot. Remove anything that will be distracting.



# VIDEO CAPTURE *cheat sheet*



**12.** Wait a beat before talking and wait a beat when you're done before cutting. Your editor will thank you.

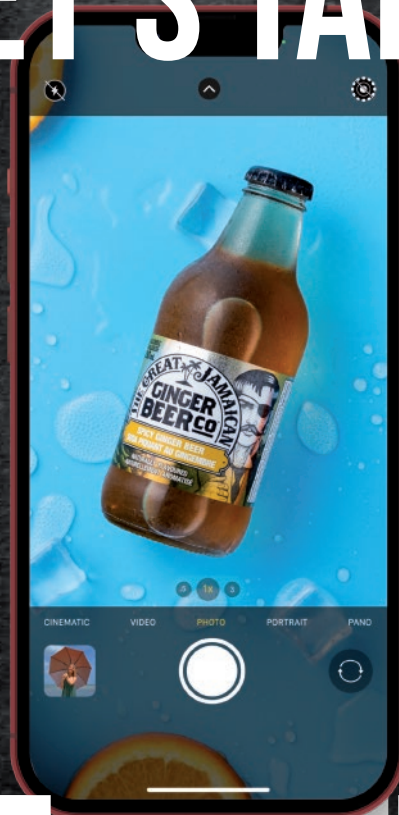
**13.** When you're finished, export the video clip(s) using AirDrop; a cloud service like DropBox/Google Drive; or by USB cable connected to your desktop computer. Do not email or text the clips from your phone – they will come across at low resolution. You can also upload your footage directly to the G&G team here - [gritandgravel.com/DIY](https://gritandgravel.com/DIY)

## PRO Tip

Consider downloading the app FiLMiC Pro when using a smartphone. It is a \$14.99 app that turbocharges your phone's camera capabilities. It gives you control of exposure, frame rate, aspect ratio, recording quality and a lot more.

TRY IT HERE →

Now  
LET'S TAKE



SOME PICTURES



# PHOTO CAPTURE

*cheat sheet*



1. Always start with a clean lens. A dirty lens can make your photos look blurry or hazy. Wipe your lens with a soft cloth to remove dust or smudges.

2. Use natural light as much as possible. Good lighting is key to a great photo. When shooting indoors, use window light and avoid using a flash as much as possible.



# PHOTO CAPTURE

*cheat sheet*

*Exposure Adjustment*



*Check out this well exposed photo*

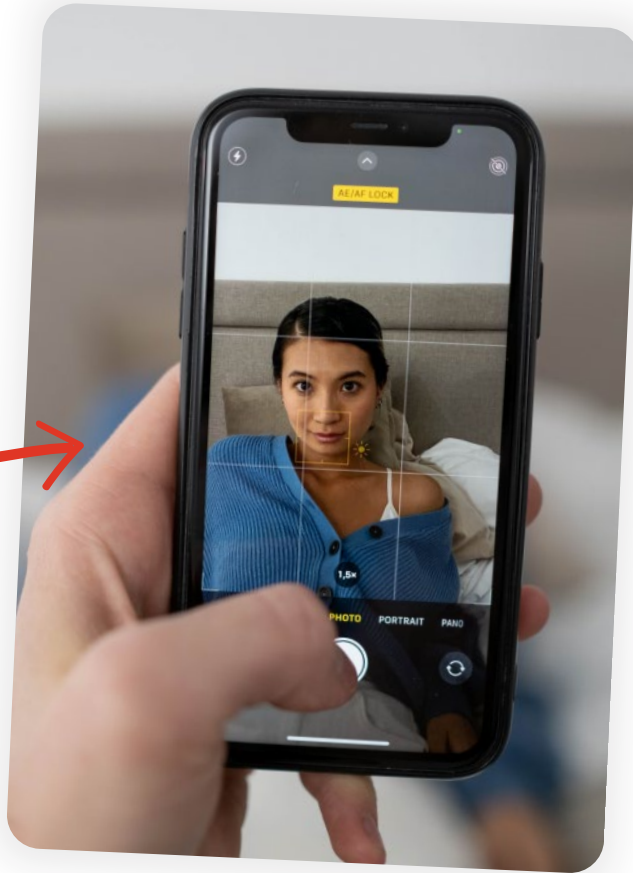


- 3.** Adjust the exposure for a perfect shot. The yellow focus square and the slider on the right-hand side will help you adjust the exposure of your image. If you need it to be darker, drag your finger down on the screen. If you want it to be brighter, then you drag it up.

- 4.** Use HDR for photos with a wide range of light levels. When your photos contain some very dark areas and some that are very bright, the HDR image will give you a level of detail that a standard photo couldn't. You can set it to be On, Off, or Automatic by tapping the HDR icon at the top of your screen in the iPhone camera app. HDR is great for landscapes and wide-angle shots.

# PHOTO CAPTURE *cheat sheet*

*Composition grid*



- 5.** The composition grid is your friend. Divide your photo into thirds, horizontally and vertically, and place your subject at one of the intersections for a more visually appealing composition. You can enable a 3-inch-by-3-inch grid by going to Settings>Camera and visiting the Composition section. This is helpful when centering a subject as well as finding interesting angles.

- 6.** Experiment with different angles. Try shooting from above, below, or at a diagonal angle to add interest to your photos.



# PHOTO CAPTURE

*cheat sheet*



*Too cluttered*



*Clean is better*



**7.** Avoid zooming. Digital zoom can reduce the quality of your photos. Instead, try to get closer to your subject or crop the image later.

**8.** Keep it simple, and keep your photos neat with only a few elements. Keep the focus on your subject and remove any distracting elements. Make sure the background is not distracting or cluttered, as it can take away from your subject.

## PRO Tip

Consider swapping out your iPhone lens so you can get many different-looking photos than what the pre-built lenses in your iPhone capture. They're helpful for when you might want to get even more of a scene into a single photo or get closer to a subject than what macro mode is capable of. From fish-eyes to telescopes, here are a few kits worth checking out:

**Xenvo Pro Lens Kit for iPhone**



**Apexel Phone Camera Lens**



**Moment Photo Lenses & Filters**



# SUGGESTED EQUIPMENT LIST

for photography



iPhone 14



Apexel Phone  
Camera Lens



Moment Photo  
Lenses & Filters



Xenvo Pro Lens Kit  
for iPhone





# SUGGESTED EQUIPMENT LIST

for videomaking



iPhone 14 Pro



For iPhone 14 Pro



SmallRig Mobile Video  
Cage it with Dual Handles



RODE VideoMicro  
Ultracompact Camera-Mount  
Shotgun Microphone



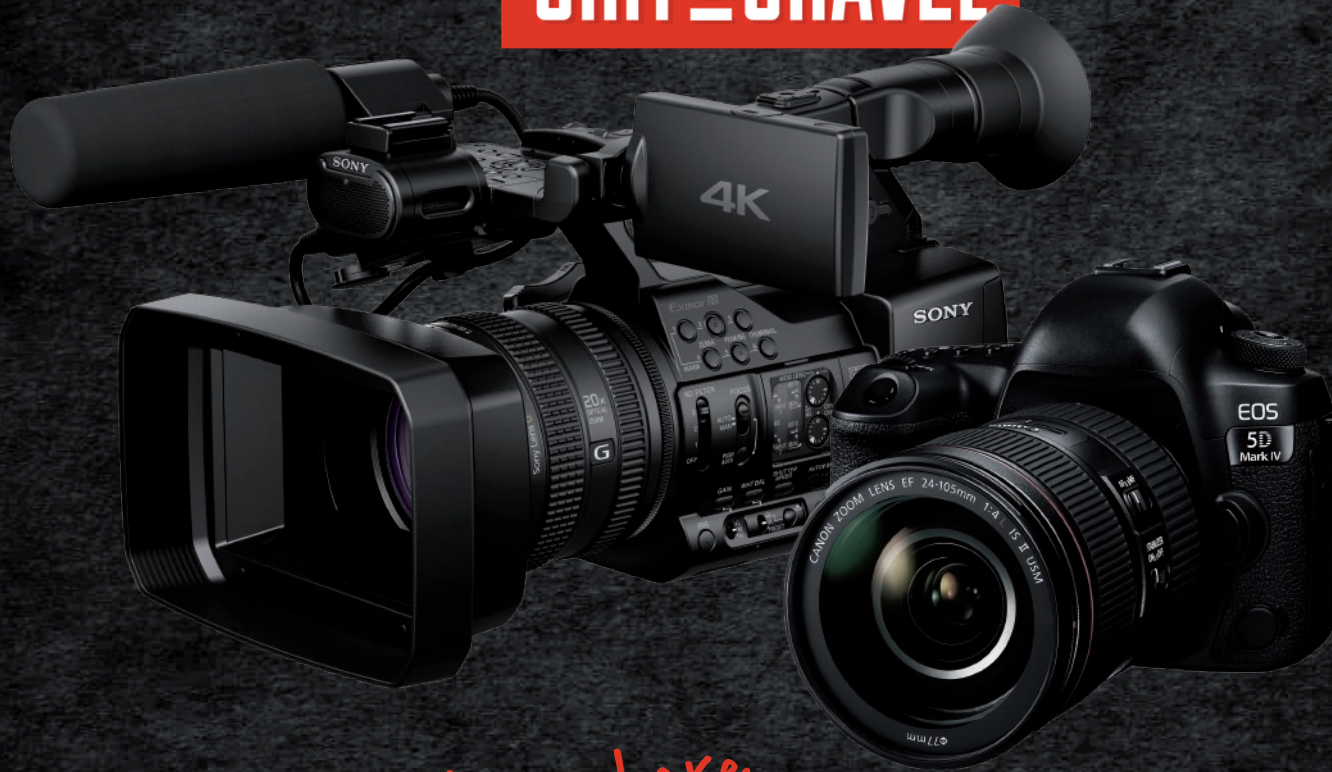
Saramonic SR-C2002 3.5mm  
TRRS Female to Lightning  
Adapter Cable for Audio  
to/from iPhone (3")



Magnus VT-300 Video  
Tripod with Fluid Head



**GRIT & GRAVEL**



*upload your footage here*



**[gritandgravel.com/DIY](http://gritandgravel.com/DIY)**