

BLAKE'S NEVER-BEFORE- SHARED SECRETS TO IPHONE PHOTOGRAPHY



by Blake Nelson

WELCOME—

LET'S TALK IPHONE PHOTOS!

One of the most common questions that I receive in my DM's is about how I shoot my iPhone content.

Understandably so. iPhone content is now more essential than ever for effective marketing strategies for many brands on social media. With the quick and sudden rise of Reels and TikTok, many photographers by craft are now finding success through the use of iPhone photography paired with their professional work to create more casual, digestible content.

Although I recognize all brands don't necessarily need to incorporate iPhone photography into their social or marketing strategies, I think the camera on our phones is such a beautiful tool to expand our ability to tell the story of our lives and brands in a very approachable and beautiful way.

Let's dive in.

xx. 

CAMERA SETTINGS

- *Settings > Camera >*
 - *Record Video, 4K at 30 fps*
 - *Turn on.*
 - *Grid*
 - *Mirror front camera*
 - *Prioritize faster shooting*
 - *Lens correction*

Preserve Settings is the most powerful and important thing that changed the way I was able to capture moments on my phone. By turning this on for the below settings, you are able to keep things such as aspect ratio and exposure the exact same every single time you open your camera (as opposed to having to manually adjust every time you open your camera)

Toog on...

- *Creative Controls*
- *Exposure Adjustments*
- *Portrait Zoom*
- *Live Photo*

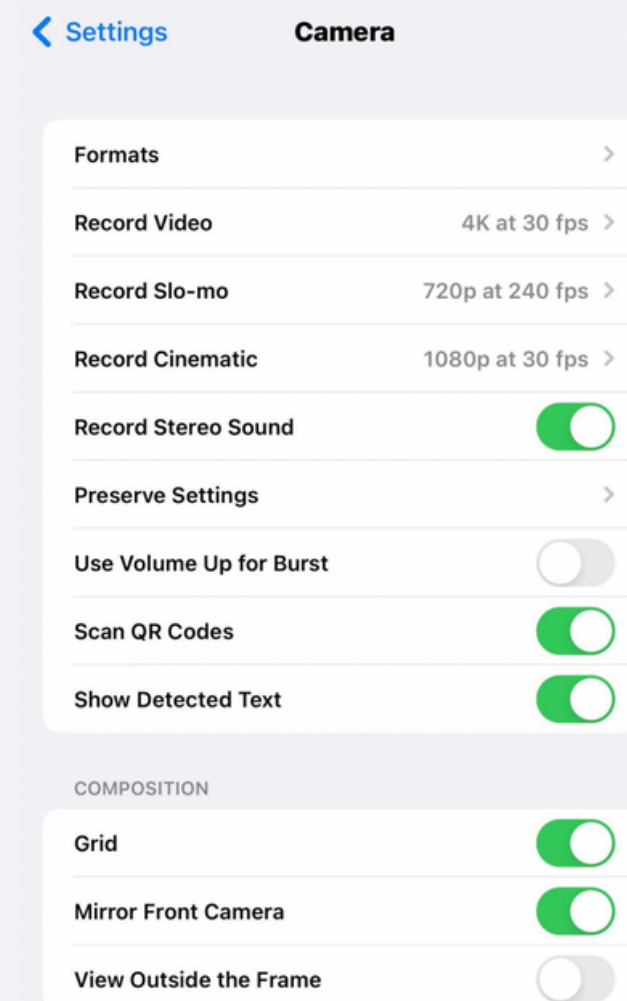


PHOTO CAPTURE

Photographic Styles

Personalize the look of your photos by bringing your preferences into the capture. Photographic Styles use advanced scene understanding to apply the right amount of adjustments to different parts of the photo.

Prioritize Faster Shooting

Intelligently adapt image quality when rapidly pressing the shutter.

Lens Correction

Correct lens distortion on the front and Ultra Wide cameras.

Macro Control

Show Camera control for automatically switching to the Ultra Wide camera to capture macro photos and videos.

Camera Preserve Settings

Camera Mode

Preserve the last mode, such as Video, rather than automatically reset to Photo.

Creative Controls

Preserve the last used filter, aspect ratio, light, or depth setting, rather than automatically reset.

Exposure Adjustment

Preserve the exposure adjustment, rather than automatically reset, and always show the exposure adjustment indicator.

Night Mode

Preserve the Night mode setting, rather than automatically reset Night mode to Auto.

Portrait Zoom

Preserve the Portrait mode zoom rather than automatically reset to the default camera.

Action Mode

Preserve the Action mode setting, rather than automatically reset to Action mode turned off.

Live Photo

Preserve the Live Photo setting, rather than automatically reset to Live Photo turned on.

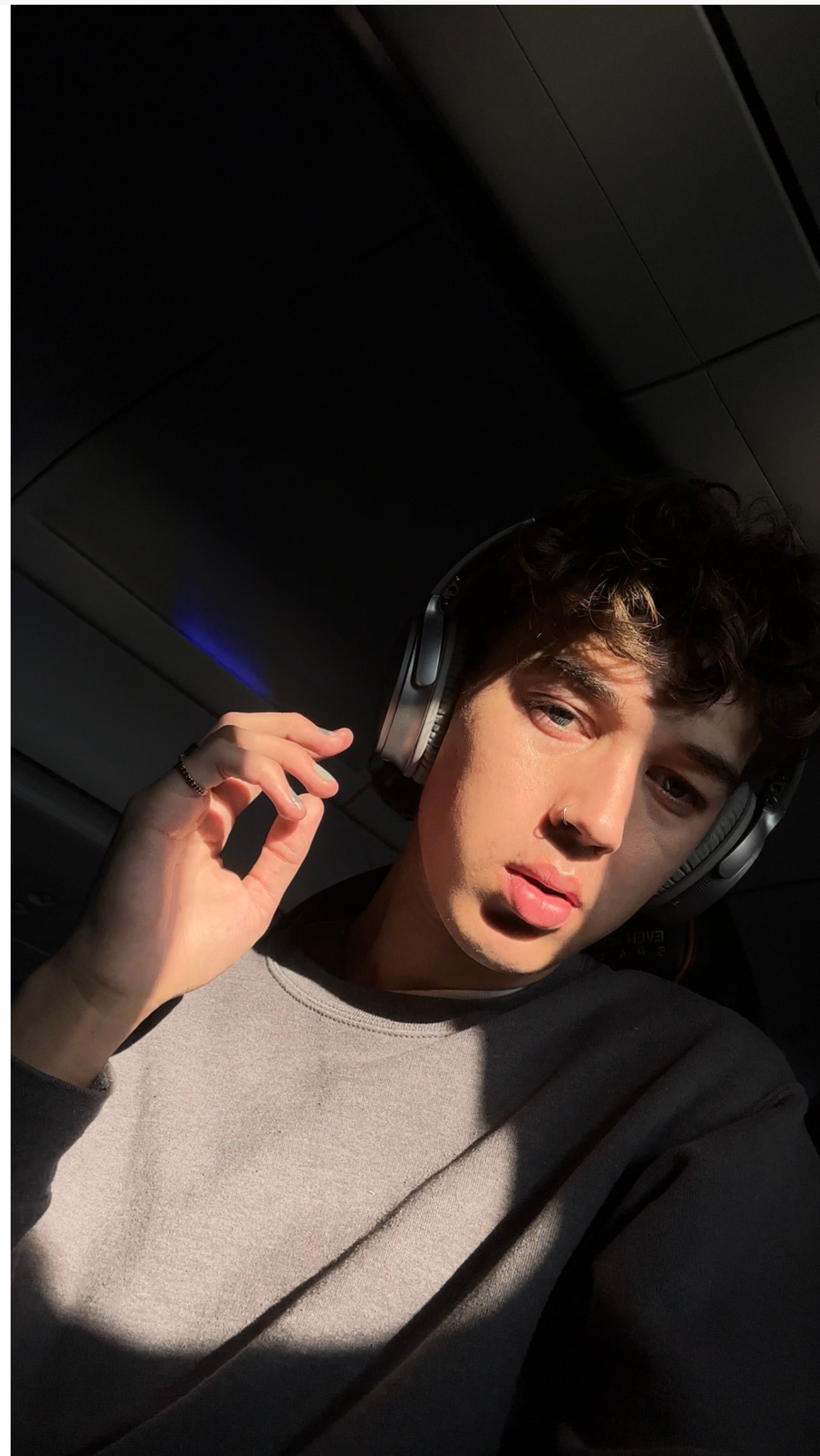


SHOOT IN 16X9

You can always un-crop and have the “original” crop version of a photo, but this helps me ensure that when I am shooting for stories I will not lose important pieces of the photograph when I share full-screen to stories on Instagram.

ALWAYS TAP TO FOCUS (OVER & OVER AGAIN) AND ADJUST THE EXPOSURE AS YOU SHOOT

Although your settings are preserved, I have found that the iPhone camera still loves confirmation that it is catching focus correctly. You will also begin to learn “under” and “over” exposing for your specific phone camera in terms of how low you can pull the exposure before you take the photo without losing quality in shadows, etc.



TAKE MULTIPLE ZOOM LENGTHS SO THAT YOU HAVE DIFFERENT VERSIONS OF THE CONTENT TO RE-PURPOSE FOR STORIES AND GRID POSTS

*I always try to take a 1x zoom and 2x zoom version if I know I will be
using the content on IG stories, grid posts, as well as Pinterest.*





OPTIONS ARE YOUR BEST FRIEND! YOU CAN ALWAYS DELETE.

At the end of the day, or as I shoot if I have time throughout the day, I will go through and 'favorite' the keeper photos. All others immediately go in the trash. In other words, I

shoot lots to catch the moment without fear of taking too many photos. It is our phone, after all, and the cleanup is much easier if you work as you go.

THE FINAL PIECE OF THE MAGIC IS MY EDITING...

I do all of the color correction/editing work within the Photos app on iPhone! I use the app "PS Express" (because you can just sign in with your creative cloud subscription) for any background cleanup, but other than that, everything is done within the Photos app.

Pay close attention to brightness, contrast, and sharpening. You're welcome.

BEFORE YOU BEGIN IMPLEMENTING, A PERSONAL NOTE FROM YOURS TRULY

Now you have all the tools you need to begin creating your own incredible iPhone content!

You'll be able to document your own life more beautifully and create imagery that you feel is strong enough to live on your business account's Instagram stories.

Have additional questions or want to learn more from Blake?

Send us a note—blake@blakenelsonphotography.com—and we'll be in touch soon.

sending you love...

Keep an eye out for more free education as well as exclusive early access to future launches very soon, right to your inbox. We're just getting started!

Sending you love, I'm proud of how far you've come.

xx,

Blake Nelson



BLAKE NELSON

A New York based self-taught photographer and creative director, Blake travels worldwide providing a warm and poetic approach through digital and film mediums.

Born and raised in the south, Blake built a six-figure business that enabled him to move across the country in pursuit of an artistic, expansive lifestyle.

He spends his mornings centered by writing and sunlight, is found in galleries and cafes by afternoon, and may be anywhere in the city covered by the moon as evening falls. Blake has been named a Top Wedding Photographer in America and New York City.

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