



AcuiCam Pro

RealVision • Close to reality

iPhone Photo Tutorial • Shoot better images

1. Clean the lenses

Your iPhone spends a lot of time in your pocket, a bag or in your hand, and as a result, it will get dirty. Dirt, dust, grease and fingerprints on your lenses will have a big effect on the quality of your images. A clean lens will ensure you get sharp and clear images.

2. Look for good natural light

Light is the single most important element in photography. Without light, there wouldn't be any kind of photography. Therefore, to improve your skills as a photographer, you need to develop your eyes to have a keen awareness of the available light.

Since natural light is likely to be your most used light source, it is necessary to spend as much time as possible learning how to use it to improve your photography.

3. Flash or fill light?

The iPhone's camera flash is just an LED light, and it's not that powerful. Instead, you should shoot your images in natural light.

In cases where the available light is insufficient, AcuiCam Pro has a Fill Light feature that adds extra light, which gives you better control over your composition and exposure because you can actually see what you are doing. This feature is most useful for close-up images.

4. Set the focus

The most important thing to beware of when you shoot an image is to make sure that your subject is in sharp focus.

To set the focus in AcuiCam Pro you simply have to tap on the subject of interest on the screen. A small white square will appear to confirm the focus point. If your subject is moving around, tap on the screen just before you take the shot to ensure that it's in focus.

5. Adjust the exposure

Exposure adjustment refers to how bright or dark an image is getting. When you tap on a subject to focus on it, AcuiCam Pro will automatically adjust the exposure based on your choice of either average **A** or spot **S** metering, no matter where you focus.

The **A** metering works very well for general photography. In case you are shooting a portrait or a specific object centred in the image, the **S** metering will deliver the best result. Finally, you can choose manual **M** to get much more precise control of the exposure in your image. When you need to get the exposure spot on, you can use the **EV** adjustment together with either **S** or **M** metering for perfection.

6. Keep the camera steady

Hold the iPhone horizontally with both hands whenever you are shooting an image to avoid blurry images. Keep your arms close in and rest them on your body to stabilise yourself or place your iPhone on something sturdy if possible to keep the phone steady.

Shooting horizontally makes your images more versatile, and using both hands to hold your phone reduces the risk of camera shake, leading to much better image quality.

7. Turn on the grid

Getting focus and exposure right is crucial in photography, but composition is equally important. Without a good composition, it isn't likely that your image will be particularly eye-catching.

Use the grid for better scenic shots. You can turn it on in AcuiCam Pro Settings. This divides your image into nine equal boxes and really helps you with your composition. Compose your image using the law of thirds and you are sure to get an interesting image. Finally, you can turn on the Straight Horizon feature in Settings to make sure the horizon is always straight.

8. Shoot from different perspectives

You should always look at alternative points of view when shooting your images at any location. Most beginners will take shots from a standing position, but the beauty of the iPhone is its small size and low weight that makes it possible to use it in places where a larger camera can't work.

9. Take multiple shots

If you see something that catches your eye don't just take one shot and hope for the best. The chances of getting a good image with your first shot are very slim. You should take shots from various angles and distances.

Keep reviewing your images as you go to get an idea of what is and what isn't working. If you find an angle or point of view you like then take multiple shots from that position. This helps to ensure that you get a well-composed shot that is in sharp focus.

10. Edit the images

It is recommended to perform the image editing in an area with subdued ambient light. Further, the iPhone display should be set to approx. 50% brightness with True Tone turned off to obtain the best result. Light is just as important when editing an image as when you shoot it.

Before using the Workshop editor in AcuiCam Pro, you should carefully select the sharp, correctly exposed and well-composed shots. Then you have the best starting point for doing an excellent enhancement job.

Finally, you should resist the urge to exaggerate the use of adjustment and correction tools when editing your images, and in particular with less good images. Unfortunately, many beginners believe that powerful adjustments can rescue bad images - they can't!

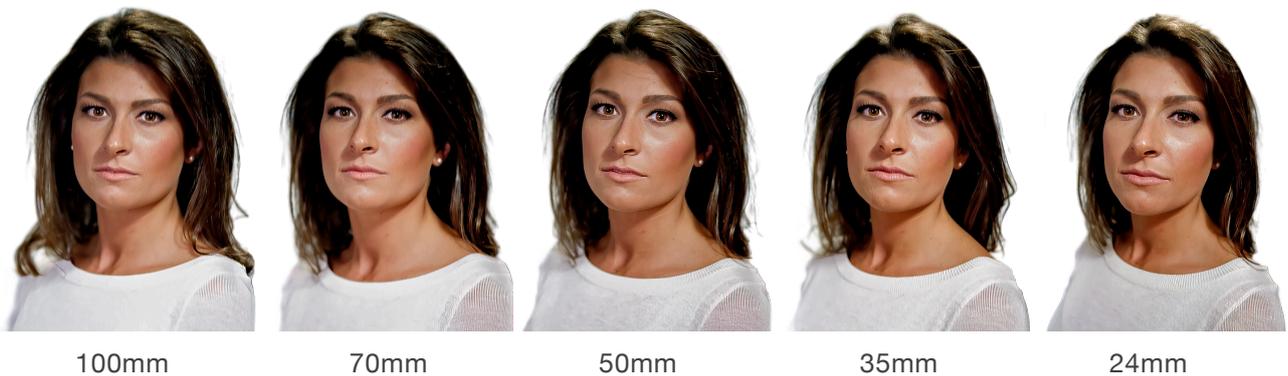


[5 Photo Tips >](#)

Portraits with iPhone Pro

A good portrait image needs to be shot with the right focal length to avoid distortion. It is recommended to use a lens with a focal length in the range of 70 - 100mm. This will deliver a distortion-free and natural looking portrait.

35mm equivalent focal lengths for iPhone Pro models are 0.5x = 13mm • 0.7x = 18mm
1x = 26mm • 2x = 52mm • 3x = 78mm • 4x = 104mm. Though there are small variations in the focal length between the different models.



Shooting in ProRAW using a 3x = 78mm focal length will be a good choice for making an excellent head and shoulder portrait.



You can even take your portraits a step further by using the Soft Focus tool in AcuiCam Pro. It mimics the uncorrected spherical aberration in the famous Rodenstock Imagon soft-focus portrait lens. The Imagon does not produce the blurred images typical for incorrect focusing or poor quality lenses. It overlays a clearly defined image core with delicate diffusion controlled by adjustable push-on perforated diaphragms.

Pro photography with iPhone Pro



Shooting in ProRAW with the AcuiCam Pro app on an iPhone Pro mounted with a ShiftCam SnapGrip clearly outperforms DSLR and Mirrorless cameras in many regards. E.g. dynamic range, automatic settings, fast presets and ease of use.

This combination is simple, elegant and intuitive, and it's also cheaper and more lightweight. The future of photography has arrived!

Check it out here: [AcuiCam Pro in Action >](#)

The AcuiCam Team
Denmark
E contact@acuicam.com
W acuicam.com