

A Photographic Approach

To iPhone Photography

with

Greg McMillan



Greg McMillan

Who Am I?

- Christian, husband, father, grandfather
- Born in Owen Sound
- Worked in the print industry for over 39 years
- Author
- Host of The iPhoneography Podcast
- Livestream with Shayne Mostyn on YouTube
- Known worldwide in the mobile photography space



The Importance of iPhone Photography

Why is it Important?

- Accessibility - iPhones are widely accessible, carriers offer great deals, it's the most popular mobile camera.
- Convenience - compact, always in your pocket or purse.
- Always Ready - quickly grab the phone and snap.
- Integration of Technology - the built-in tech allows you to take a good quality photo with little effort.
- Social Sharing - snap, edit and share to social media in seconds.
- Creative Expression - wide variety of apps available to try that allows you to explore your creativity.
- Documentation of Everyday Life - keep a record of milestones, routines, everyday event, etc.
- Innovation in Photography - phone companies are continuously improving their cameras.

The Camera's Features

How Does It Work?

- The camera is a tool where you need to know how it works to get the best out of it.
- As soon as Camera is opened, it starts taking frames and places them in a buffer.
- The camera takes multiple frames and combines them on a pixel by pixel basis.
- Image Signal Processor - a dedicated chip that applies various algorithms for noise reduction, colour correction and sharpness.
- Deep Fusion activates in mid to lower light situations to get the best details out of the image.
- SmartHDR takes the best exposure information out of multiple frames to produce an image with perfect exposure in highlights, mid-tones and shadow areas.
- Focus Pixels from 100% of the sensor - intelligently selects focus using face detection on people and animals.

The Camera's Features

Experiment with these features of the iPhone Camera

- Grid
- Level Indicator
- Advanced Controls
- Night Mode
- Portrait Mode
- Macro Mode
- Live Photos
- Flash
- Panorama
- Filters
- Photographic Styles
- Aspect Ratio
- Self Timer
- Burst Mode
- Camera Selection

Composition

Basically a Review

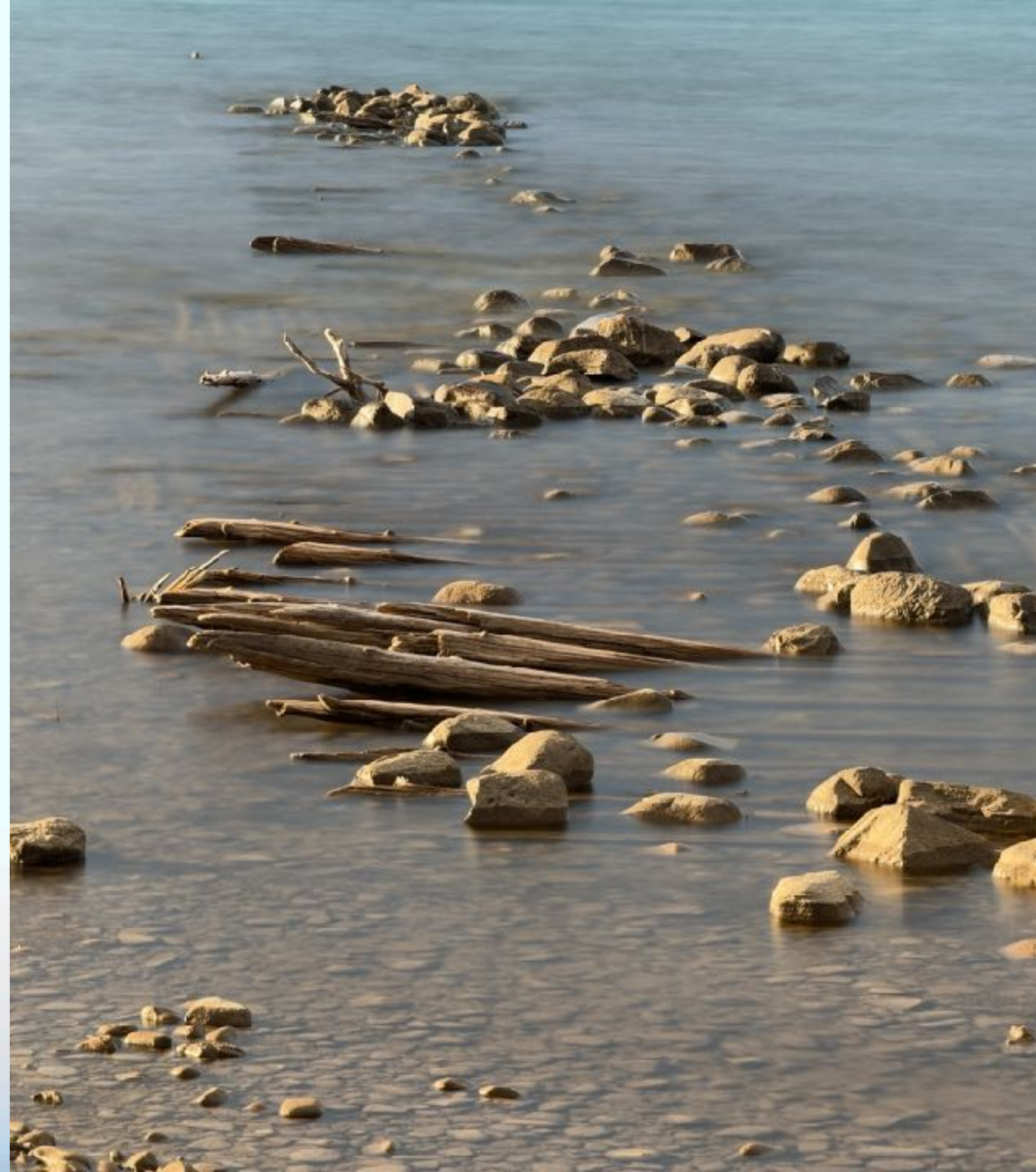
- Apply traditional principles; Rule of Thirds, Leading Lines, Framing, etc.
- Experiment with different angles to add depth and interest.
- Try the different cameras available to you for unique perspectives.



Lighting

Basically a Review

- Understand the impact of lighting on your photos
- Consider natural and artificial lighting
- Leverage golden hour for warm, soft lighting, minimizing harsh shadows for more flattering results
- Waiting pays off.



A Word About Light

The iPhone's Dynamic Range

- The iPhone 12 Pro delivered 14 stops of dynamic range with 12 bit DNG files.
- This was more than the Canon R5.
- iPhone's dynamic range allows for well exposed foregrounds and skies. Just not possible with a traditional camera.
- This image was shot in May 2019 with an iPhone XS Max.



Editing Tools

Find Your Style

- Explore the built-in features of the editing suite in the Photos app, including exposure adjustments, cropping and colour enhancements.
- [Episode 107 of The iPhoneography Podcast](#) is all about editing in Photos. They provided me with a "Cheat Sheet" explaining the editing features and it should be attached to the same email with this outline.
- Experiment with third party editing apps to further refine and enhance your photos, possibly to create artwork.
- Advantage of third party apps is more features and control over the edit.

Going Manual and RAW Capture

Going Manual

- For a more photographic approach, consider a third party camera app.
- Better manual controls with more precise info.
- ISO, shutter speed, white balance, EV (Exposure Compensation), manual focus with focus peaking, histogram, zebra stripes, forced camera selection, special modes (long exposure).
- Many apps require a subscription or a hefty pay once price. Some are more reasonable than others.
- My preference is Reeflex.

Going Manual and RAW Capture

RAW Capture

- Two types of RAW capture - Bayer RAW and ProRAW.
- ProRAW can only be done on a Pro iPhone; RAW can be done on any iPhone with a third party app.
- RAW file is a digital negative that **requires processing**.
- ProRAW is a RAW file with Apple's secret sauce.

Practice and Experiment

Enjoy the Journey

- Regularly practice your photography skills to improve and refine your technique.
- Don't be afraid to experiment with new approaches, settings, and styles to discover your unique photographic voice.
- No better way to know and understand the iPhone camera system.

Showcase Your Work

Share Your Journey

- Social media - Facebook, Instagram, Flickr are the most popular.
- There are alternatives - VERO, Glass, X, Threads (Instagram), website.
- Best of all, print your photos! They make great gifts; sell them; display them.
- Make an audio/visual presentation.
- [Click here to see one of my A/V shows on YouTube](#)

"The iPhone camera has revolutionized the way we perceive and capture the world. It is our duty as photographers to embrace this tool and create images that resonate with our souls."

Jack Hollingsworth

Where To Find Me

My Website - <https://mcmillan.photos>

Instagram - <https://www.instagram.com/mcmillanphoto/>

Glass - <https://glass.photo/greg>

The Podcast Website - <http://iphoneography.ca>

The Podcast Facebook Group - [The iPhoneography Podcast Facebook Group - https://www.facebook.com/groups/iphoneographypodcast/](https://www.facebook.com/groups/iphoneographypodcast/)

My new book - <https://books.apple.com/ca/book/iphone-photography-focusing-on-macro/id6480526707>