

Jessie Samya and Melissa Zalloua

Lights, Camera, Action!

Photographers are using iPhone to capture stunning images, heres why



Lights, Camera, Action

Jessie Samya & Melissa Zalloua

Photographers around the world are using iPhone to capture stunning images of cityscapes, landscape, people, from day to night.

“Camera, camera, camera is the new iPhone” (D. Bank) the standout feature in apple iPhone is the camera. Many reviewers agree that, hidden behind terms like smart HDR and neural engine, it is no secret that the iPhone takes significantly better photos than its predecessors, with results edging ever closer to the quality once reserved to expensive interchangeable lens cameras.

To the camera and photo equipment industry, the rise of iPhone photography has had devastating effects. According to CIPA, a Japan-based industry group with members such as Olympus, Canon and Nikon, worldwide camera shipments dropped by 93 percent between 2010 and 2020, wiping out more than four decades of growth. Here’s why the iPhone is everyone’s favourite today.

Record quality footage on the go

You don’t have to be an experienced videographer or photographer to take outstanding quality footage with your iPhone camera. That’s the beauty of the iPhone camera, anyone can use it! Whether you’re capturing a butterfly on a leaf or your mouth-watering dinner, the iPhone camera will easily be on par with a DSR camera.

Focus and exposure

Before you take a photo, the camera automatically sets the focus and exposure, and face detection balances the exposure across many faces. You can use exposure compensation control to precisely set and the exposure for upcoming shots.

Shoot for the stars

Night mode turns on automatically when the camera detects a lowlight environment. Depending on how dark the scene is, your iPhone may take a night mode photo quickly, or it may take several seconds.



Stay in the moment

Have you ever wished your photos had a little bit of motion to them? Well, that's exactly what a live photo does. No phone has this amazing feature thus making the iPhone camera unique. You take a live photo just like a normal photo, except it captures a few seconds before and a few seconds after the picture was taken. When you tap and hold on the photo, it plays a short video. Mind blowing

Burst shots

Who doesn't love a good, candid photo? A unique moment that seems to be captured spontaneously, but unless you're able to tap the camera's shutter at just the right second, you are likely to miss that moment. Fortunately, there's Burst mode. Instead of tapping on the shutter button, hold it down, and the Camera app will capture up to 10 photos per second. Thanks to that, you'll be more likely to catch that adorable yawn of your toddler's or the way your dog cocks her ears when you call her name.

References:

Apple. 2021. Apple Store Online. [online] Available at: <<https://www.apple.com/store>> [Accessed 4 October 2021]. v

Chan, C. (2021). Are standalone cameras still worth buying?. iMore. Retrieved 5 October 2021, from <https://www.imore.com/should-you-buy-digital-camera-2019>.

Slow-motion iPhones have better slow motion than many DSLRs or mirrorless cameras. Most can shoot Full HD at 240fps; even my old iPhone 6S can shoot 120fps, while my Panasonic G80 can only manage 60fps.

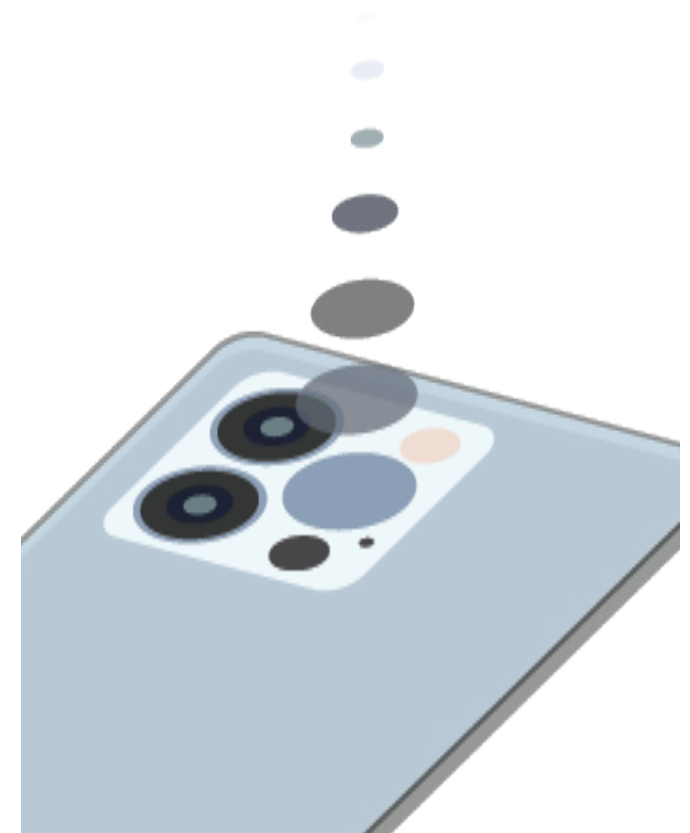
FaceTime your loved ones

This is probably the biggest exclusive benefit of using an iPhone camera. FaceTime uses the front camera to enable video chats with other users of the iPhone. Excitedly, the video calls are in HD. Studies have shown that people enjoy talking to each other now because basically, the feature allows you to stay in touch with family and friends anytime and no matter where you are.

That is a comprehensive walk-through of how great the iPhone Camera is. You don't need an expensive digital camera anymore! Do you have any hacks or tricks you would like to share with other iPhone photographers?

Kelby, S. The iPhone Photography Book (pp. 14-16). Rocky Nook.

Pakarklis, E. (2021). 10 Hidden iPhone Camera Features Every Photographer Should Use. iPhone Photography School. Retrieved 5 October 2021, from <https://iphonephotographyschool.com/iphone-camera-features/>.



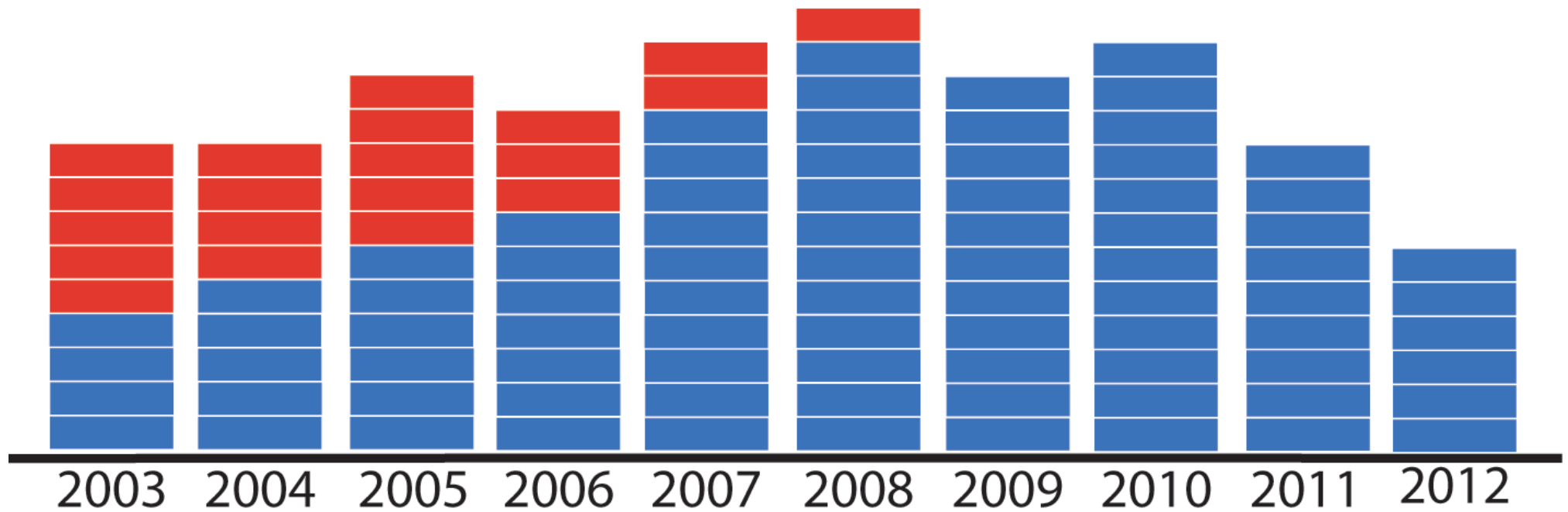
Are Smartphones Killing Digital Cameras?

Smartphones vs Camera Usage

Smartphone

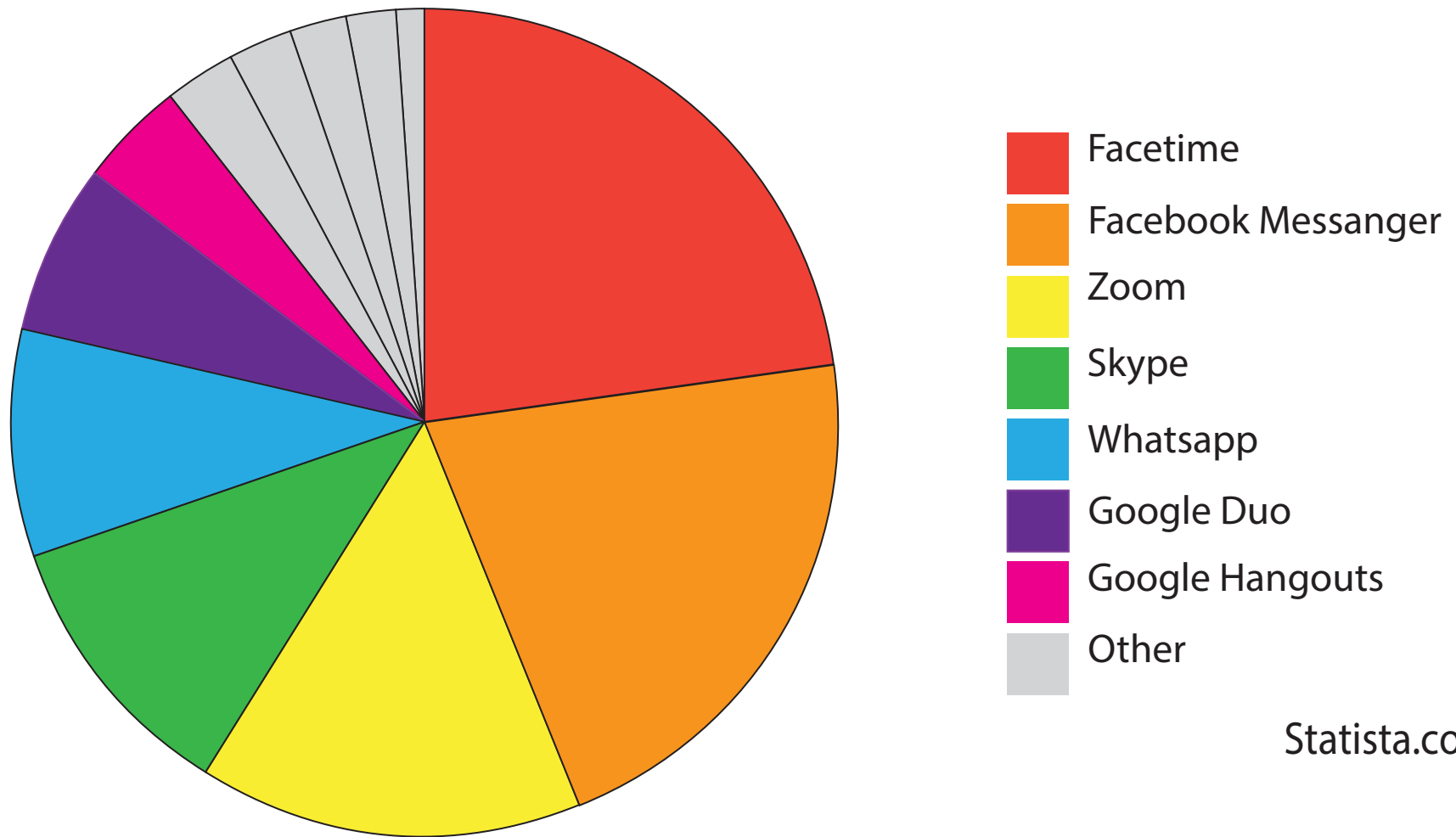
Camera

= 1 million



Statista.com

Most popular videoconferencing services 2020



Statista.com