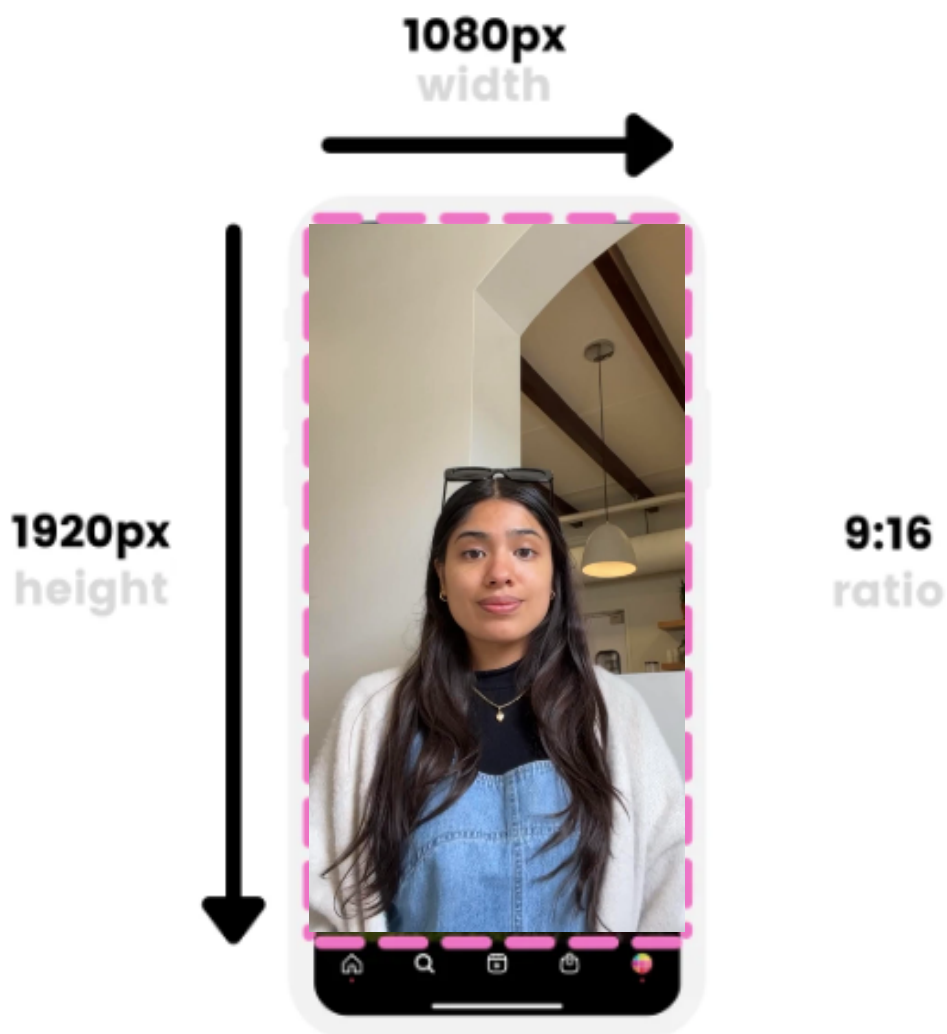# Guide for Shooting & Submitting Video

ILM
MARKETING

Shooting Reels

1. Film the video in a 9:16 frame pictured to the right. It is your phone upright. If you are filming yourself, and do not have a tripod, use the front camera to ensure you are in frame. The intro and outro will be edited so no need to worry that it is recording as you're setting up camera.

2. Use the following picture as a reference to frame yourself in the camera. The room above the head, and along the side, will allow for text to fill the gaps.

Shooting for Web

1. Film the video in a 16:9 frame pictured below. it is your phone horizontal (widescreen). If you are filming yourself, and do not have a tripod, use the front camera to ensure you are in frame. The intro and outro will be edited out, so need to worry that it is recording as you're setting up the camera.
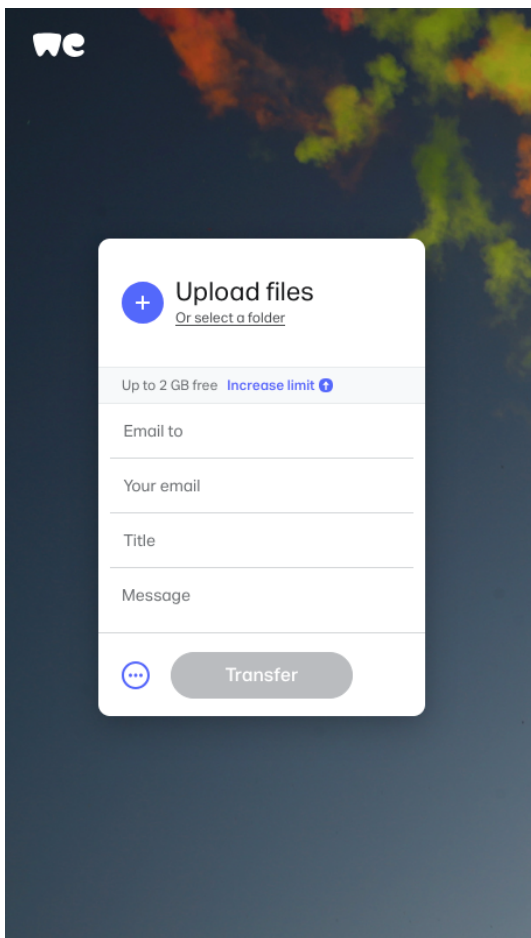

Helpful Tips:
- frame yourself in the center of the camera. The room above the head, and along the side adds balance to the viewer. Make eye contact with the camera, as if you're addressing the viewer.
- Make sure the lighting is coming in from the front or side. Do not have the main source of lighting be behind you.
- If you are filming 'b-roll,' such as footage of a project or workspace, try to maintain a steady hand as you walk.

Submitting Video for Editing

To submit video for editing, go to wetransfer.com, or <u>click the link here.</u> Please note, there is no need to create an account to send files.

On the home page, you will see the following text box, pictured left. Upload the video files you wish to share with us to edit.

Email the files to tandis.flores@ilmmarketing.com

Add your email, and name the files COMPANY NAME- PROJECT TITLE.
(i.e. ILM Marketing-JanuaryReels)
You can add a message for the editor at ILM Marketing if you would like.

Click Transfer, and a link with the files will be emailed to us here at ILM Marketing, along with a confirmation email to you.

You're All done!

Note, edited footage will also be transferred to your company this way, so keep an eye out for the final edits in your inbox.