Guide for Shooting & Submitting Video

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contact

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Shooting Reels

1. Film the video in a 9:16 frame pictured to the below. Hold your phone upright, so the videos are taken in portrait orientation. 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 the camera.

1080px width

1920px height

9:16 ratio

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/captions, graphics etc to fill the gaps.
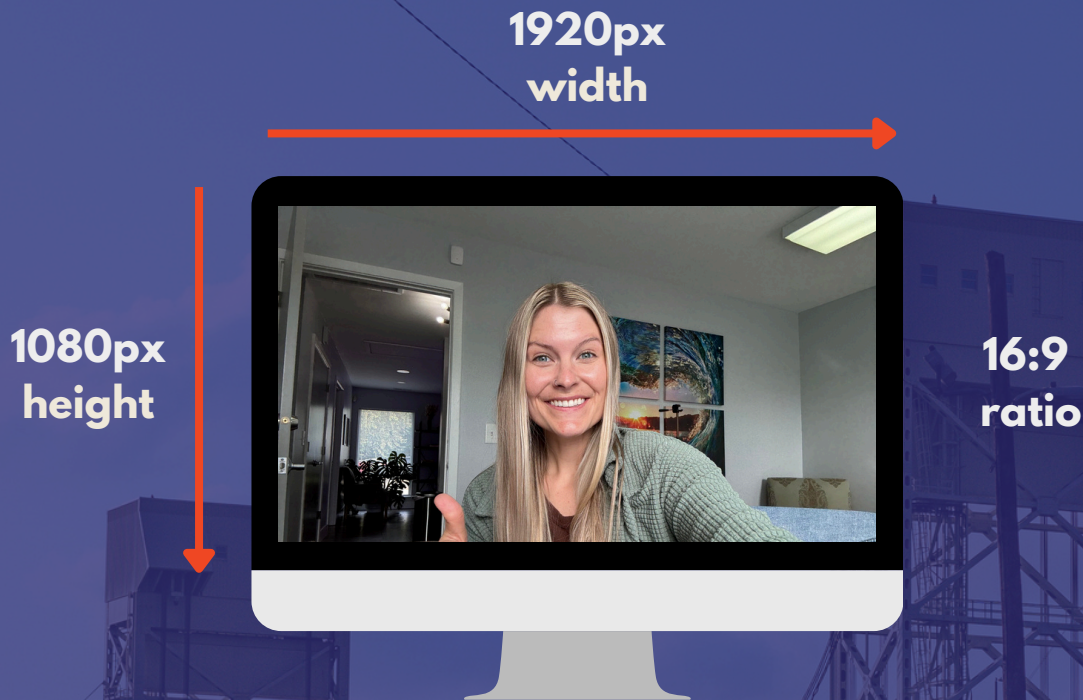
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Shooting for Web

1. Film the video in a 16:9 frame pictured below. Hold your phone horizontally, so the videos are taken in landscape orientation. 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.

1920px width

1080px height

16:9 ratio

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.
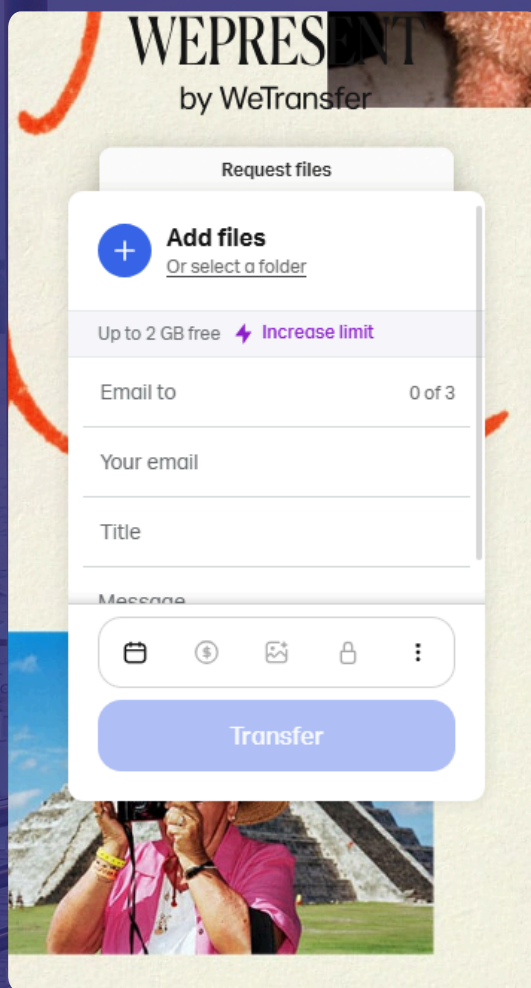
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Submitting Video for Editing

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

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

Email the files to shelby.pihlaja@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!

Edited footage will be sent through email, so keep an eye out for the final edits in your inbox.

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