

BACKBONE

GROUND VIDEO AND DRONE VIDEO GUIDELINES

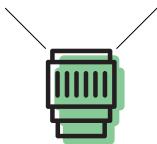
EQUIPMENT



Gimbal



Full frame camera

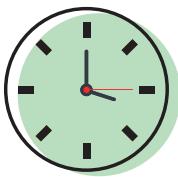


Full frame camera lenses
16mm / 35mm / 50mm



Slider (additional)

PERSONAL DUTIES



Be on time



Wear the mask



Be polite and kind

GROUND VIDEO SETTINGS

1.



3.



4.



CAMERA SETTINGS

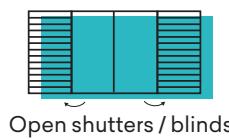
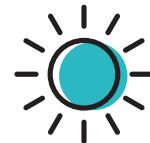
1. Set the frame rate at **50 or 60 FPS** (match the setting of your drone if you are using it).
2. Set your shutter speed double of the FPS:
 - For **50 FPS** use **1/100s**.
 - For **60 FPS** use **1/125s**.
3. Set the **ISO** according to the brightness of the scene, be cautious to avoid too much noise.
4. Set the **video mode** on **FULL HD (1080p)**.
5. Set the **aperture (f/)** according to the brightness of the scene.
6. Use a flat profile picture (**LOG, HDR, etc**) in order to allow highlight and shadows recovering in post production.

GROUND VIDEO SHOOT RECOMMENDATION

STAGE THE SITE BEFORE RECORDING

1. Open all shutters and blinds in order to allow as much natural light as possible in the room.
2. Turn on the lights in all rooms.
3. Use the gimbal to produce smoother movements and cinematic clips.

1.

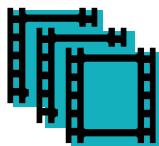


Open shutters / blinds

2.



6.



20-25 clips

Cinematic real estate video tour example

2.

Video tutorial details

SHOOTS

1. Take **2 clips** with different movements per each room.
2. Do **at least 3 details** of interesting furniture, materials or texture, decorations, and so on. Use the 35 mm / 50 mm lenses.
3. Record only one movement per clip.
4. **Interior shoots:**
 - Be sure to get shots of each room, or the most important rooms if it is a sizable property.
 - When filming, try to lower the point of view and avoid too much ceiling in your shots, to create a better overall look.
 - Take a close-up of any special detail, for example nice kitchen or fancy bathroom.
 - Take additional footages of the less photogenic part of the house that a potential buyer would want to see.

Exterior shoots:

- Be sure to get shots of all side of the building, garden and neighborhood.

5. Check the focus and sharpness of all clips.

6. Take a **total of 20-25 clips** for **10-30 seconds length**.

CAMERA MOVEMENTS / GO THROUGH THE SPACE

1. Test the movement before record the clip.

Start recording only when you are sure about the movement.

2. Pay attention to the transitions creating interesting clips passing from a space/room to another.

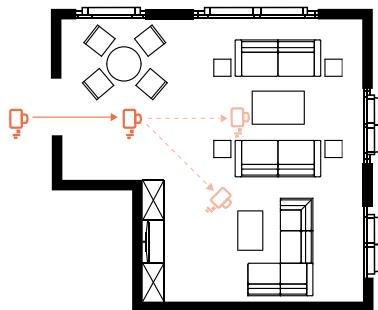
3. When possible move in a straight line going through the space, panning if there are some interesting details to show in the room.

Ie: kitchen counter, living room, view from a window, and so on.

4. Use the following camera movement to find the most appropriate one for the space.

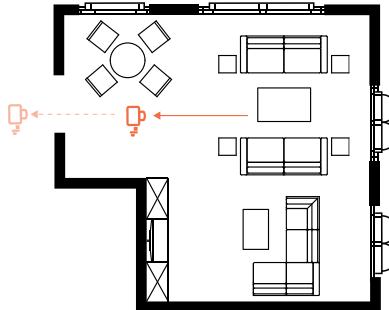
Feel free to propose other options in addition to the ones displayed in this document.

Push in



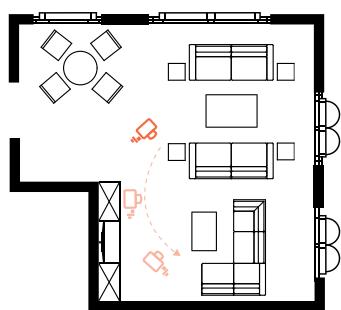
[Video example](#)

Pull out



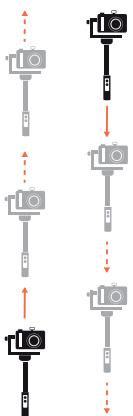
[Video example](#)

Slide and pan



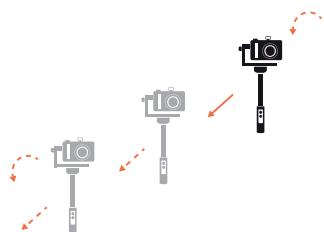
[Video example](#)

Crane up and down



[Video example](#)

Pan and Crane



[Video example](#)

Slide left and right



[Video example](#)

INSTRUCTIONS TUTORIALS

Videos to inspire your clips.

[How to shoot professional real estate video](#)

[5 essential gimbal moves for real estate video](#)

[How to make a real estate video](#)

[Equipment, settings and shot ideas](#)

[How to shoot real estate videos - tutorial video](#)

[How to shoot real estate video](#)

[How to make professional real estate videos](#)

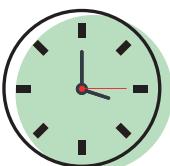
[Modern modular home video tour](#)

EQUIPMENT



Fly permit

PERSONAL DUTIES



Be on time



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DRONE VIDEO SETTINGS

- 1.
- 2.
- 3.

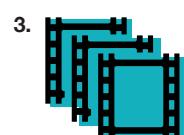
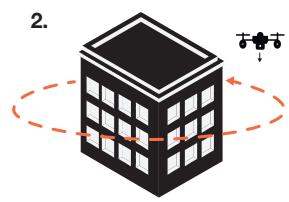
VIDEO DRONE SETTINGS

1. Set the **frame rate** on **50 FPS** and the **shutter speed** as the **double of the FPS**.
2. Set up the drone video mode in **1080p FULL HD**.
3. Use the setting **automatic white balance**.
4. Set the **profile picture** on one of the following settings: **LOG, HRD, or low contrast profile**.

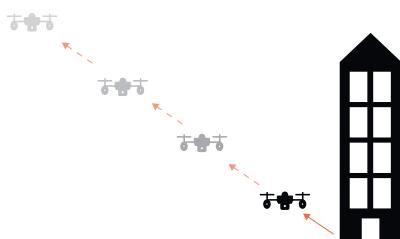
DRONE VIDEO SHOOT

DRONE FLIGHT AND CAMERA MOVEMENTS

1. Remember to find a spot to **hide yourself**.
2. **Cover all property sides:**
– take at least **2 clips** using different movements for each side.
3. Take around **15-20 clips**.
4. **Make the following camera movement, find the movement that better match and adapt it to the space.**
Eg: pull back and up, fly up and tilt down, The Reveal Pan, and so on.



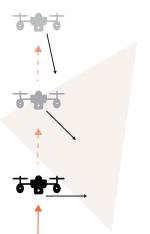
15 - 20 clips



1. Pull back and up

Start close from the ground and close to your subject, then gradually pull back and up.
Your drone will appear to spiral up and away from your subject, creating an awesome reveal.

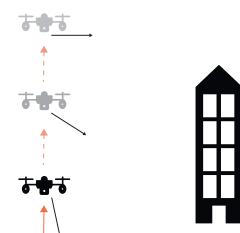
Video example



2. Fly up and tilt down

Flying up while tilting down will make it appear as though your drone is spiraling up and above your subject.
Try to make the camera tilt to be as smooth as possible for optimum results.

Video example



3. Tilt-up

Simply tilting your camera up while in **point of interest mode** can create a cool reveal of your subject.
Try this simple move from a variety of heights and see how it looks!

Video example

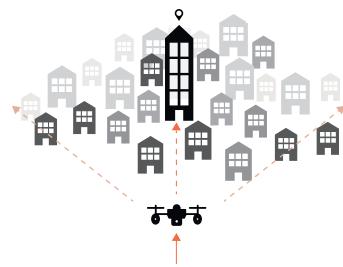
4. The sweeping motion

Set a large radius for your point of interest and make your altitude reasonably high.

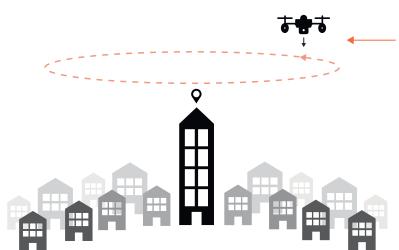
Then adjust your speed as you see fit.

The large radius combined with a slower flight speed creates a nice, subtle sweeping motion as your drone flies across the landscape.

This is great to put the location of a property into perspective and showcasing its surroundings.



[Video example](#)



5. The reveal pan

This shot can sometimes be more

challenging to pull off, but it creates beautiful drone footage. Start with your drone close to your subject and at a slower speed.

As your drone is coming around your subject, gradually rotate the drone toward the direction it came from. This means if your drone is on a counterclockwise path around your subject, you want to rotate it to the right. If your drone is on a clockwise path, you want to rotate it to the left. Experiment with this move while increasing the radius of your circle.

This can create a beautiful sweeping shot of your subject and its surroundings.

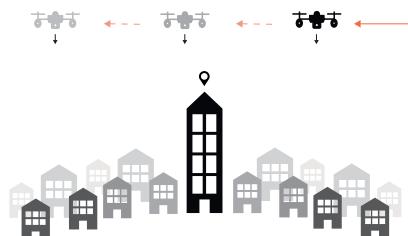
[Video example](#)

6. The forward reveal

This shot is used to create suspense and trigger people's curiosity for more.

As an example the big reveal can be the building that you are shooting.

To do this shot you have to point your camera of the drone down, then begin your move while slowly moves the camera up, to reveal the landscape and the building.



[Video example](#)

INSTRUCTIONS TUTORIALS

Videos that can give an idea how to do the drone clips.

[5 drone moves for real estate videos](#)

[Cinematic & professional footage](#)

[Real estate photo and video drone shoot](#)

[Real estate drone photo shoot in real time](#)

[Drone video using DJI point of interest](#)

BACKBONE



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