

# BACKBONE

## VIDEO GUIDELINES

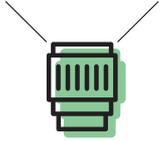
### EQUIPMENT



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

### SETTINGS

1.



#### 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.



3. Set the **ISO** according to the brightness of the scene, be cautious to avoid too much noise.

4.



4. Set the **video mode** on **FULL HD (1080p)**.

5. Set the **aperture (f/)** according to the brightness of the scene.

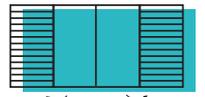
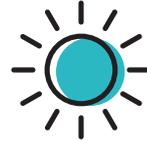
6. Use a **flat profile picture (LOG, HDR, etc)** in order to allow highlight and shadows recovering in post production.

### 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.

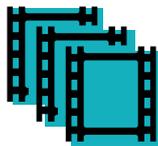


Open shutters / blinds

2.



6.



20-25 clips

#### 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 (16-18 mm lenses):**
  - Be sure to get shots of each room, or the most important rooms if 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.
5. **Exterior shoots (18-24 mm lenses):**
  - 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.**

Cinematic real estate video tour example

2.

Video tutorial details

## 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.

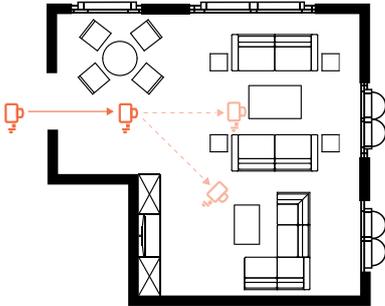
3. When possible move in a straight line going trough the space, panning if there are some interesting details to show in the room.

le: 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.

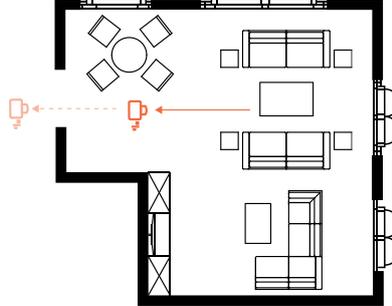
Feel free to propose other options in addition to the ones displayed in this document.

Push in



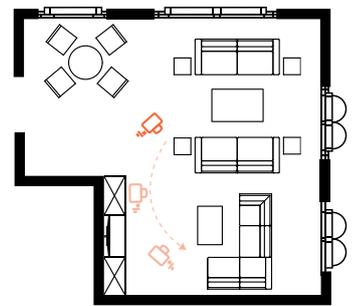
Video example

Pull out



Video example

Slide and pan



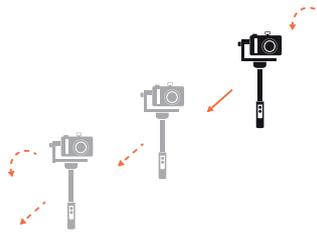
Video example

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

BACKBONE

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