BACKBONE
VIDEO GUIDELINES

EQUIPMENT

Gimbal

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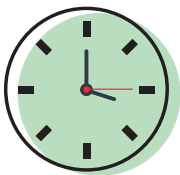
Full frame camera lenses
16mm / 35mm / 50mm

Slider (additional)

PERSONAL DUTIES

Be on time

Wear the mask

Be polite and kind

## SETTINGS

1.

3.
ISO

4.
FHD

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 **4K**.

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

6. Use a flat colour profile (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. If a room is too dark, turn on the lights but make sure to **set the camera for the correct exposure and white balance**.

3. Use the gimbal to produce smoother movements and **cinematic clips.**
Make sure you always **ninja walk.**
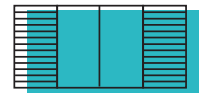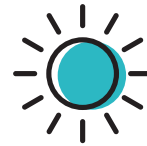
1.
Open shutters / blinds

2.
WB

SHOOTS

1. **Check** the **focus and sharpness** of all **clips.**

2. **Before you start shooting, make sure:**
 – Lenses and sensor on the camera don't have dust or stains on them (bring air-spray and lens cloths to clean them).
 – The gimbal is balanced and works smoothly (test it before arriving at the location).
 – All batteries are charged, all memory cards are formatted, and you have enough of them for the shoot
 – The exposure is correct.
 Use the light meter and zebra settings on your camera.
 – Whites are balanced and as neutral as possible.
 Use a white surface, like a paper sheet, positioned under the main light source, to find the appropriate color temperature.
 – The shot is perfectly in focus.
 Using the peaking and magnification features on your camera.
 – The camera is level.
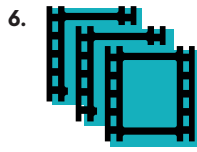 Use the electronic level guides on your camera.

3. **Take at least 2 wide shots per room.**

4. **Take as many details as possible,** of interesting furniture, materials or texture, decorations, and so on.
 Use the 50mm, 85mm or longer focal length, or macro.
 We recommend taking them at the end of the shooting.

2.

3.
Video tutorial details

6.

45 clips

Real Estate Video details

4. Record only one movement per clip.
Always leave 3 "clean" seconds before and after the movement to help with editing.
How to make these 3 "clean" seconds: Keep camera still for
3 seconds, perform movement, hold still for another 3 seconds at the end.

5. Interior shoots:

– Be sure to get shots of each room, or the most important rooms if is a sizable property.

– Having alternatives for rooms with problematic light conditions (i.e. shooting the same room twice: exposing for the inside or the window view, or for different color temperatures)

– 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 / interesting detail of the propriety. For example nice kitchen, fancy bathroom, plants, lights, fireplaces, statues, candles, pillows, cutlery, electronic appliances, paintings (the idea is to give the feeling of a home: cosy, warm, alive).

– 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.

6. Upload a **total of 45 wide shots** of **6-10 seconds length each.**
We always recommend shooting a higher number of clips than required, and pre-selecting them before uploading. Out-of-focus, overexposed, shaky clips can't be used and are not to be uploaded, so please make sure you always review your footage before sending it.

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SKY REPLACEMENT

Shooting on a cloudy day won't be an issue anymore, providing the clips follow some simple guidelines in order for us to implement this new feature:

1. Keep all settings manual.
2. Do one simple straight movement.
3. Make sure the sky is not overexposed.
4. Make sure there is no lens flare.
5. In case of heavy rain or snow, the sky replacement won't work.
6. Sky replacement is not possible if shooting through a window.

Sky replacement

Before

ORIGINAL SKY

0:03 / 0:28

After

SKY REPLACED

0:05 / 0:28

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.
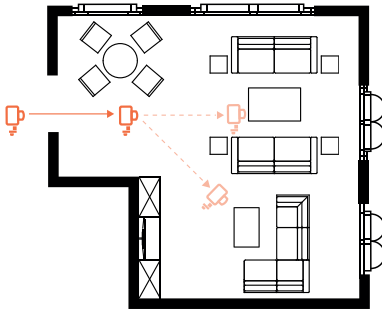
3. When possible move in a straight line going trough the space, panning if there are some interesting details to show in the room.
Ie: kitchen counter, living room, view from a window, and so on.

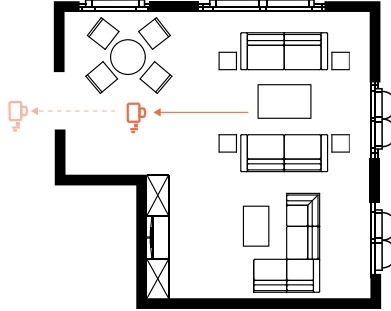**4. Use the following camera movement to find the most appropriate one for the space.**
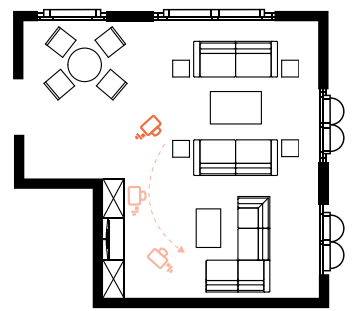Feel free to propose other options in addition to the ones displayed in this document.
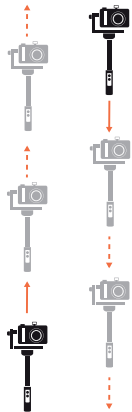
Push in
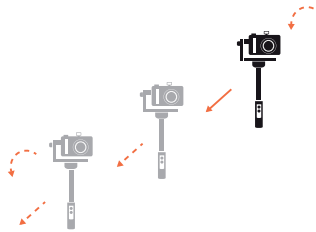

Video example

Pull out

Video example

Slide and pan

Video example

Crane up and down
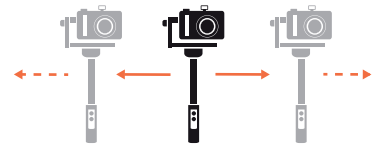

Video example

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