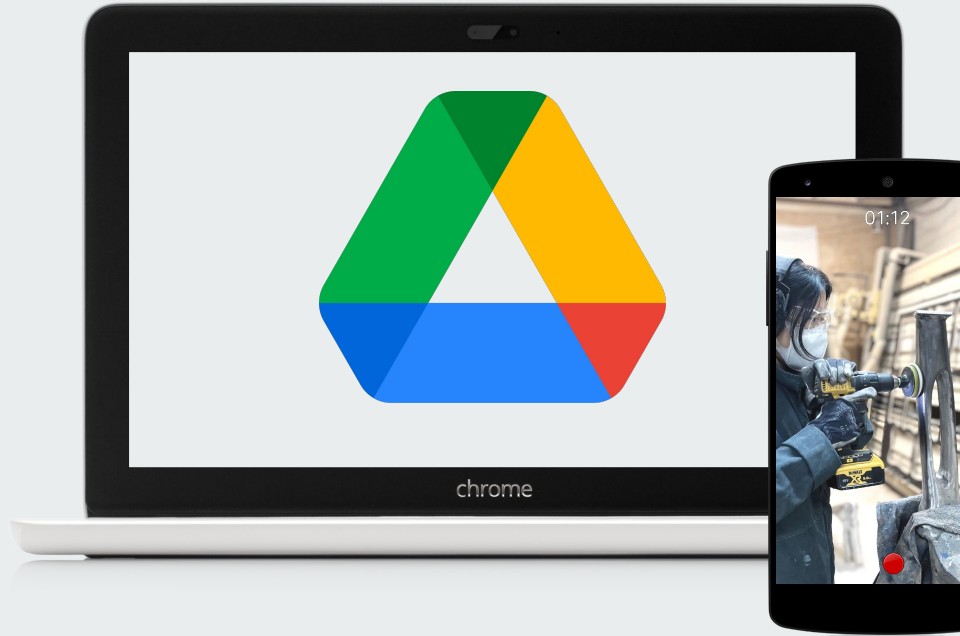




Video Content Guide for Designers

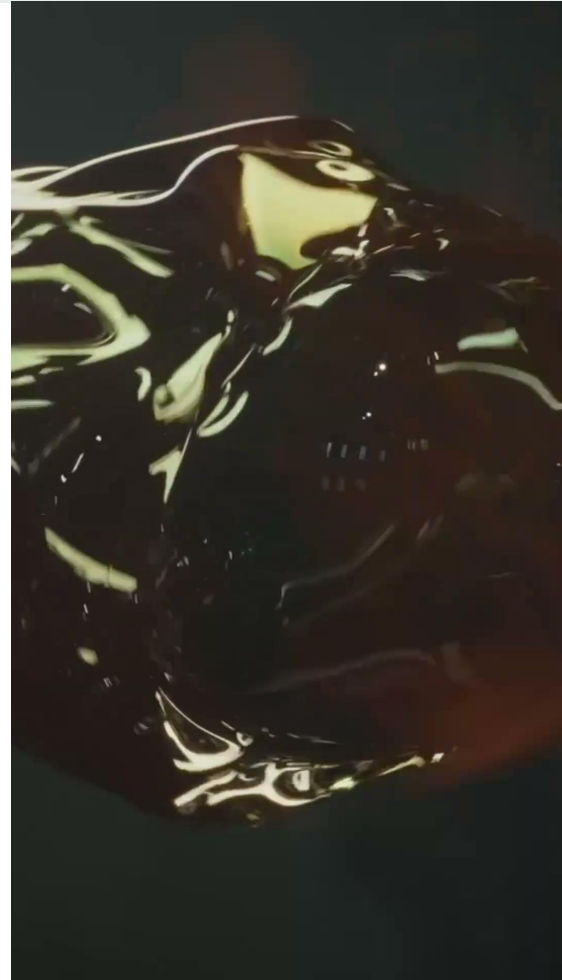
This guide will help you capture high-quality video footage of your design process and final products. Creating engaging videos is crucial for the exposure we can provide through our social media initiatives. For personalized guidance or to discuss specific details, feel free to email kacper@adorno.dk to clarify any doubts or to schedule a meeting.



1. What to Record?

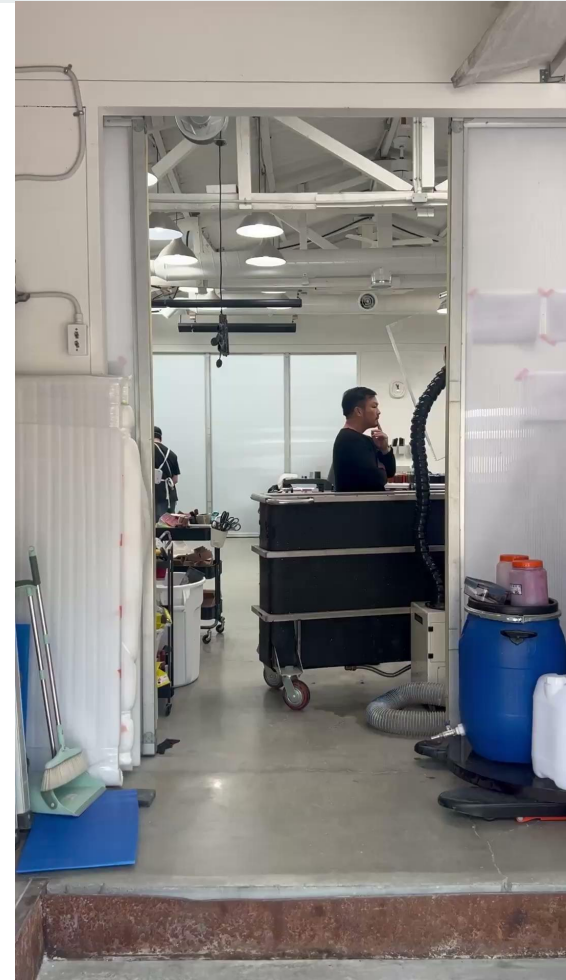
Best Types of Content:

- **Production Process Videos:** Show the transformation from raw materials to the finished product.
- **Close-Up Detail Shots:** Highlight textures, materials, and craftsmanship.
- **Assembly & Finishing:** Capture the final stages, including assembling, polishing, and placing the product in a space.
- **In-Situ Shots:** Showcase the piece in its intended environment with good lighting.
- **Storytelling & Brand Identity:** Short clips of the designer at work, providing insights into their creative process.



2. Recording Best Practices - general tips

- ✓ **Record More Than You Think You Need:** The more material available, the better the final edit.
- ✓ **Keep Your Camera Steady:** Use a tripod or place your phone on a stable surface.
- ✓ **Use Natural or Soft Light:** Avoid harsh shadows and overexposed areas.
- ✓ **Shoot in High Resolution:** Aim for 1080p or 4K for professional-quality results. [How to Set Video Settings Correctly On An iPhone or Android](#)
- ✓ **Keep It Vertical for Reels:** Instagram prioritizes vertical content (9:16 aspect ratio).
- ✓ **Avoid Cluttered Backgrounds:** Keep the focus on your work.
- ✓ **Capture Multiple Angles:** Wide shots, close-ups, and side angles add variety. [How to Shoot Great Vertical Shots](#)
- ✓ **Slow, Controlled Movements:** Avoid fast panning; let details stand out.



3. Composition Techniques - Framing & Positioning

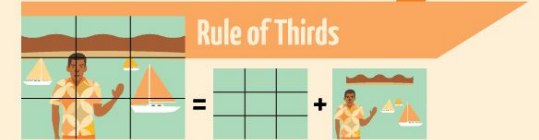
- **Rule of Thirds:** Divide the frame into a 3x3 grid and place key elements at the intersections.
- **Leading Lines:** Use lines (e.g., workbenches, tools) to guide the viewer's eye toward the focal point.
- **Balanced Composition:** Ensure the subject isn't too close to the edge or too centered.
- **Depth & Layers:** Include elements in the foreground and background for a dynamic look.

Video Production Tips 1 #STORYMAKERS techsoup.org

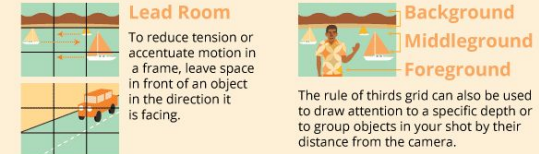
Now that you have a great idea for a story, it's time to start shooting video, right? Not so fast! Before you start shooting, learn how to compose your shots.

Composition

Visually arranging the elements in the frame can be used to focus a viewer's attention and to create balance or movement within a scene.



Your first impulse may be to put your subject in the middle of the frame. Don't! Instead, use the "Rule of Thirds." This is a way of organizing an image by dividing the frame into three horizontal and three vertical sections. Subjects placed along these lines or at their intersections will naturally draw a viewer's focus. Remember: this "rule" is really just a starting point. Don't be afraid to experiment.



Some Tools Know the Rules

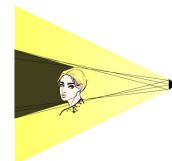
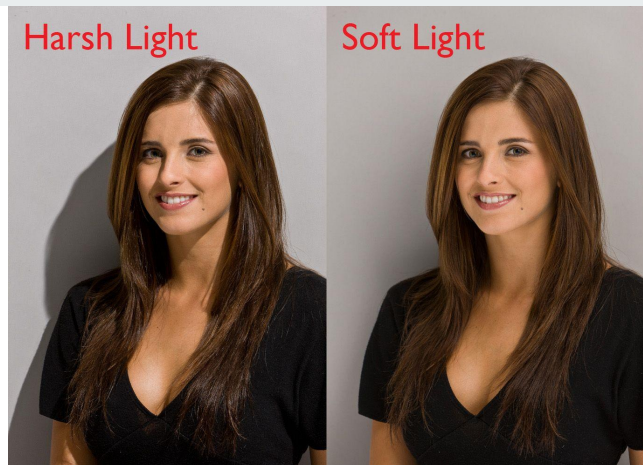
Your camera may already know this rule! Many digital cameras (including mobile apps) come with options to display a grid overlay while recording. Check your manual to see if these options are available.



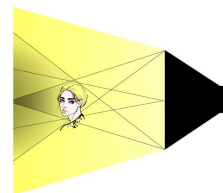
Giving a person the correct amount of headroom allows them to look comfortable in the frame. Too much headroom gives the impression that the subject is sinking below the frame. Too little headroom makes the subject appear to have become stuck in the ceiling.

4. Lighting Considerations

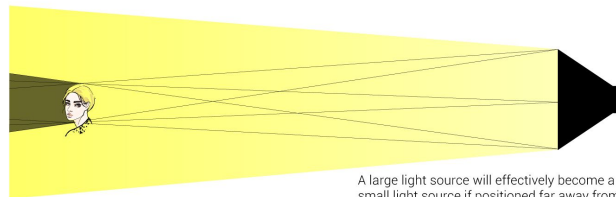
- **Soft, Natural Light Works Best:** Avoid harsh overhead lighting. To check if the light is soft, look for shadows—soft light creates diffused, gradual shadows rather than harsh, defined edges. Shooting near a window with indirect light or on an overcast day often provides the best results.
- **Use Reflectors if Needed:** A white surface or light-colored wall can help soften shadows.
- **Backlit Shots Can Enhance Mood:** If shooting near a window, ensure the light is diffused.



A small light source will produce hard light and a high-contrast image.



A large light source will produce a more neutral image with smoother transitions from highlights to shadow areas.



A large light source will effectively become a small light source if positioned far away from a subject, producing hard light.

5. Common Mistakes to Avoid

- ❌ **Rushed or Incomplete Process Footage:** Ensure each stage of the process is clearly captured.
- ❌ **Shaky Footage:** Use a tripod or stabilizer.
- ❌ **Overexposed or Underexposed Shots:** Adjust brightness levels accordingly. A well-balanced shot should show detail in both the highlights and shadows without completely washing out bright areas or losing details in dark areas.
- ❌ **Poor Audio Quality:** If talking, use an external microphone or record in a quiet space.



6. Example Breakdown of Reel Quality

♦ **Reel 1** ✓ Well-structured with clear transformation stages. ✓ Close-ups and time-lapse add engagement.



♦ **Reel 2** ✓ Effective time-lapse of assembly, smooth transitions. ✓ Final shots enhance material and form.



♦ **Reel 3** ✓ Consistent angle maintains coherence. ✓ Natural lighting improves the final presentation.



7. Uploading Your Content

No need to worry about selection, editing or post-production – we've got it all covered for you!

Here's what we need from you:

- **Upload:** Please ensure videos are in MP4 or MOV format.
- **File Naming:** Name the video with your studio name (e.g., "DesignerName.mp4").
- **Content Compliance:** Make sure the product shown in the video is also uploaded to your ADORONO showroom.
- **Follow our guidelines** for the best results.

If you have any questions, need inspiration, or are unsure about something, feel free to reach out to kacper@adorno.dk.

We care about presenting your designs in a way that truly stands out!
