

WHAT IS VERTICAL VIDEO?

Videos, shot or edited for portrait mode, with the use of a smartphone or camera. Vertical videos are typically shot using the 9:16 aspect ratio for different platforms such as TikTok™, Facebook™, Twitter™, Instagram™, YouTube™, and Snapchat™.

VIDEO SETTINGS

Default settings are your filming safety net and usually sufficient, but if you require adjustments:

- **1080p HD:** For social media, 1080p resolution is usually sufficient and keeps file sizes manageable.
- **4K (Optional):** If you want to future-proof your content or need higher quality for specific platforms, consider shooting in 4K resolution (3840x2160).

Camera Settings for iPhone:

- **Resolution:** Set video resolution to 1080p (1920x1080) at 30 fps for standard footage.

Camera Settings for Android:

- **Resolution:** Set video resolution to 1080p at 30 fps.

Frame Rate: Use a frame rate of 24-30 frames per second (fps) for a cinematic look. Higher frame rates (60 fps or more) can be used for slow-motion shots.



9:16



16:9



Natural Light

Film in front of a window for indoor shots.



9:16



Indoor Setup

Choose an area that has light sources on either side of your face and some light from the back.



1:1



Shooting Outdoors

Choose a cloudy day or just after sunrise/sunset for optimal lighting.



4:5



16:9

DISTANCE TO CAMERA

Maintain a waist to chest and up framing.

CENTER ALIGNMENT

Try to center-align the subject within the frame. Use grid lines to help with center alignment. Keep subject between main square.

HEADROOM

Leave a little space above the subject's head.

BACKGROUND

Choose backgrounds and settings that are relevant to your content and enhance understanding of the message without too much clutter or distracting objects and be sure not to include any third-party owned brands, trademarks, or logos in your video.