

*Video
Submission
Best
Practices*



To ensure that we can deliver the best quality video possible, we have some guidelines for you to follow when sending us your video footage:



Select the Best Footage

Take a moment to review all footage and pick out the shots you're happy with and would like us to use. This is super helpful in ensuring the end product meets all expectations and saves you any extra time on revisions.



Converting Files to h.264 Format

This compressed format is compatible and necessary for managing large video files and editing online. RAW formats like ProRes, DNxHD and Blackmagic RAW take up significant storage space and are harder to share. By converting your footage to h.264, you can reduce the file size and make it easier to work with, all while maintaining the quality. If you're unsure how to do this, a simple way to convert your footage to a high quality h.264 is by using a video editing software like Adobe Premiere Pro or Final Cut Pro or convert multiple files at once using Adobe Media Encoder. These programs have built-in export options that allow you to convert your footage to the desired format. Alternatively, you can use a free online converter like CloudConvert or Clipchamp to convert your footage to h.264. A Google search will provide you with step-by-step instructions on how to use these tools.



Provide the Camera Model and Color Profile Used

To ensure we can get the most out of your footage, please provide us with the camera model and color profile used when shooting the video. This will help us to properly interpret and color-correct the footage, and ensure the final product looks its best. If you are unsure what color profile your camera uses, you can typically find this information in the camera's user manual or by doing a quick online search. Additionally, some cameras allow you to embed the color profile information into the metadata of the footage, which can be helpful for us when working with the footage in the future.



Minimum Quality 1920x1080 HD

For the crispiest video, submit clips that are at least 1920x1080 pixels (1080p HD or also called "full HD"). This ensures your video will look good on any size screen.

THANKS FOR FOLLOWING THESE GUIDELINES! By doing so, you're helping us to deliver a great video that meets your needs. If you have any questions, don't hesitate to reach out. We're always here to help!

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