envida

SOCIAL / MEDIA

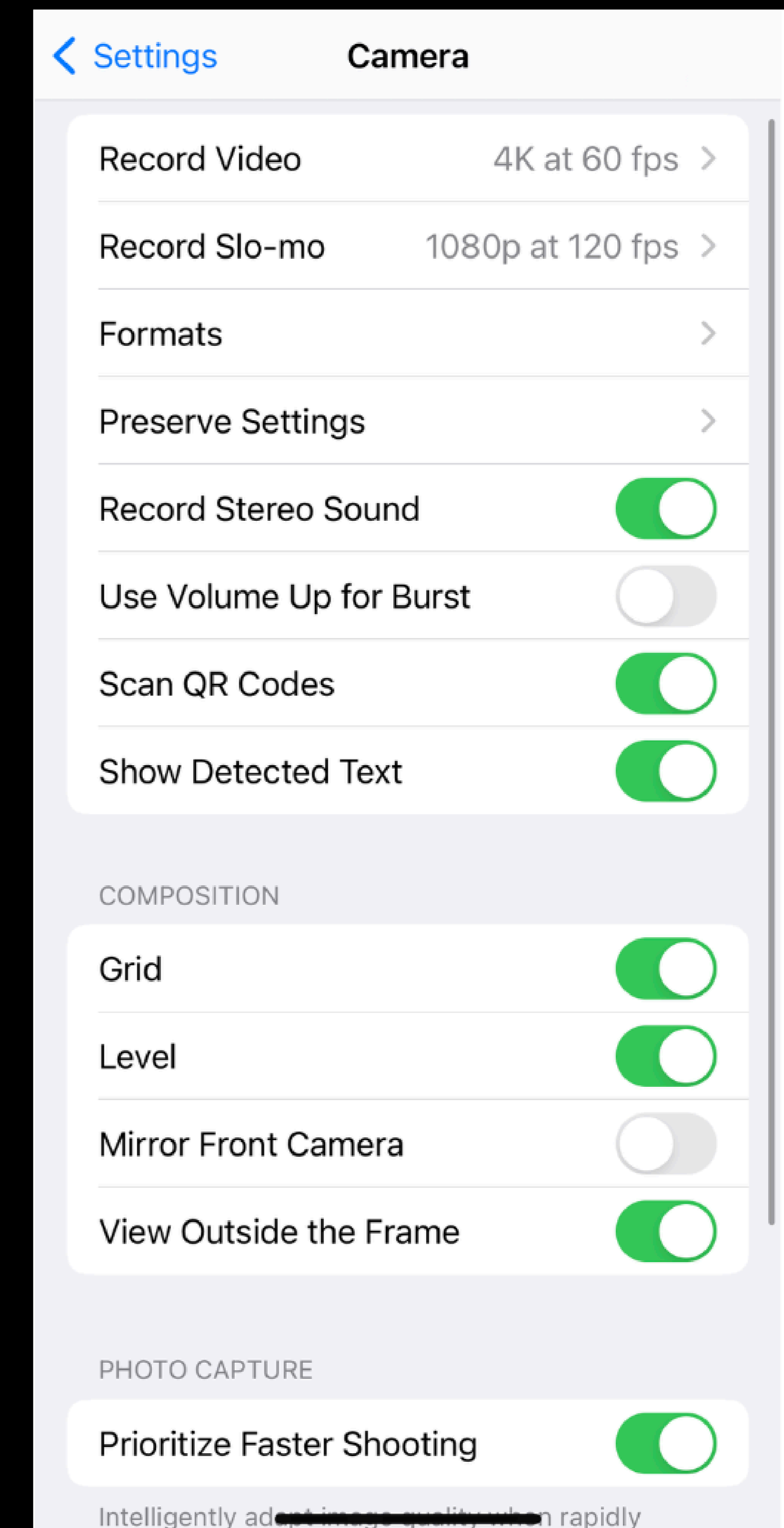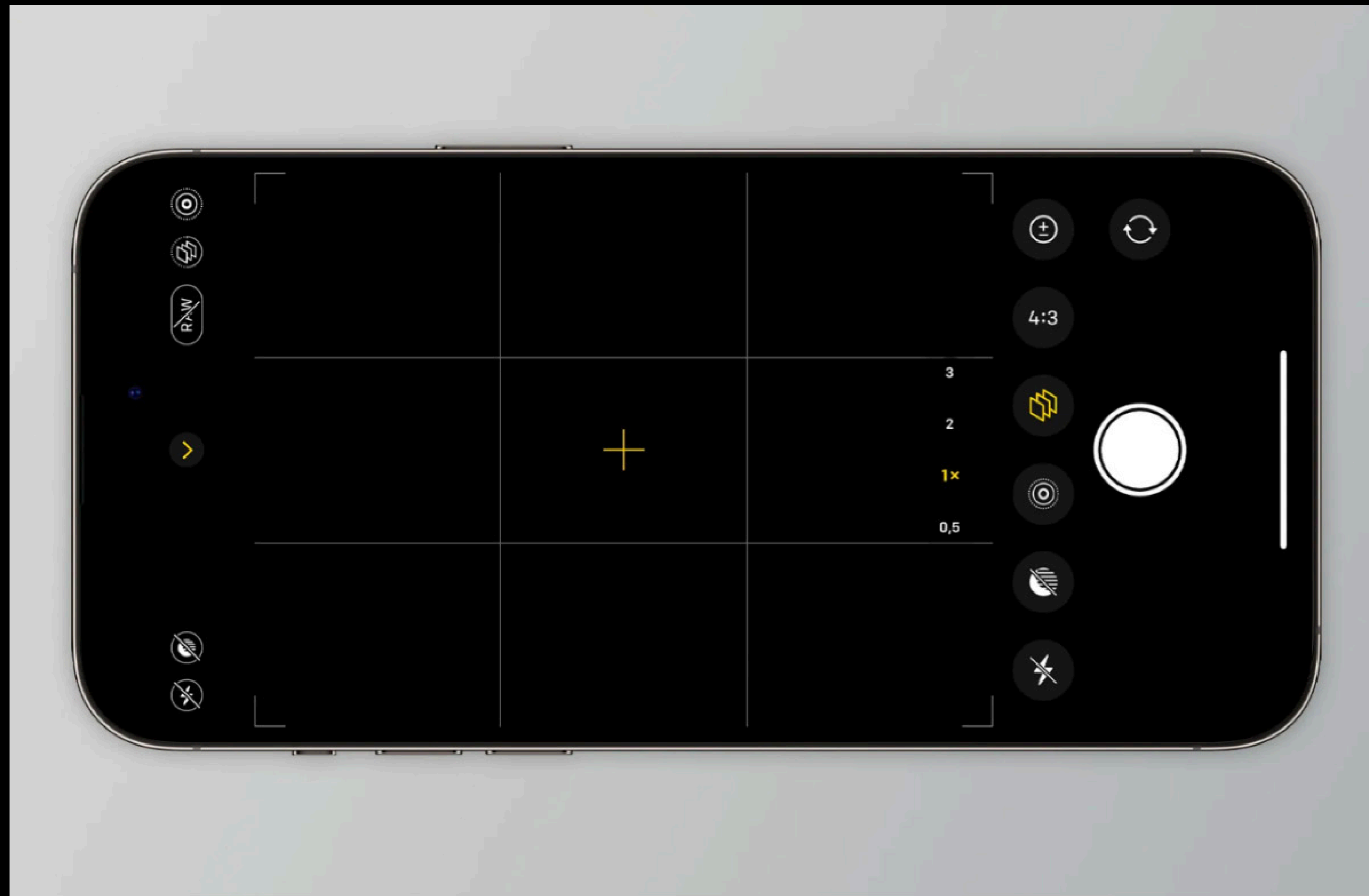# UGC 101: PHOTO & VIDEO

IPHONE PHOTOGRAPHY

I WILL BE COVERING THE FOLLOWING PHOTOGRAPHY TOPICS:

Settings
Composition
Types of Shots
Lighting
Camera Movement

WHAT IS UGC?

User-generated content is generally any form of content, such as images, videos, text, testimonials, and audio, posted by users on online content aggregation platforms.
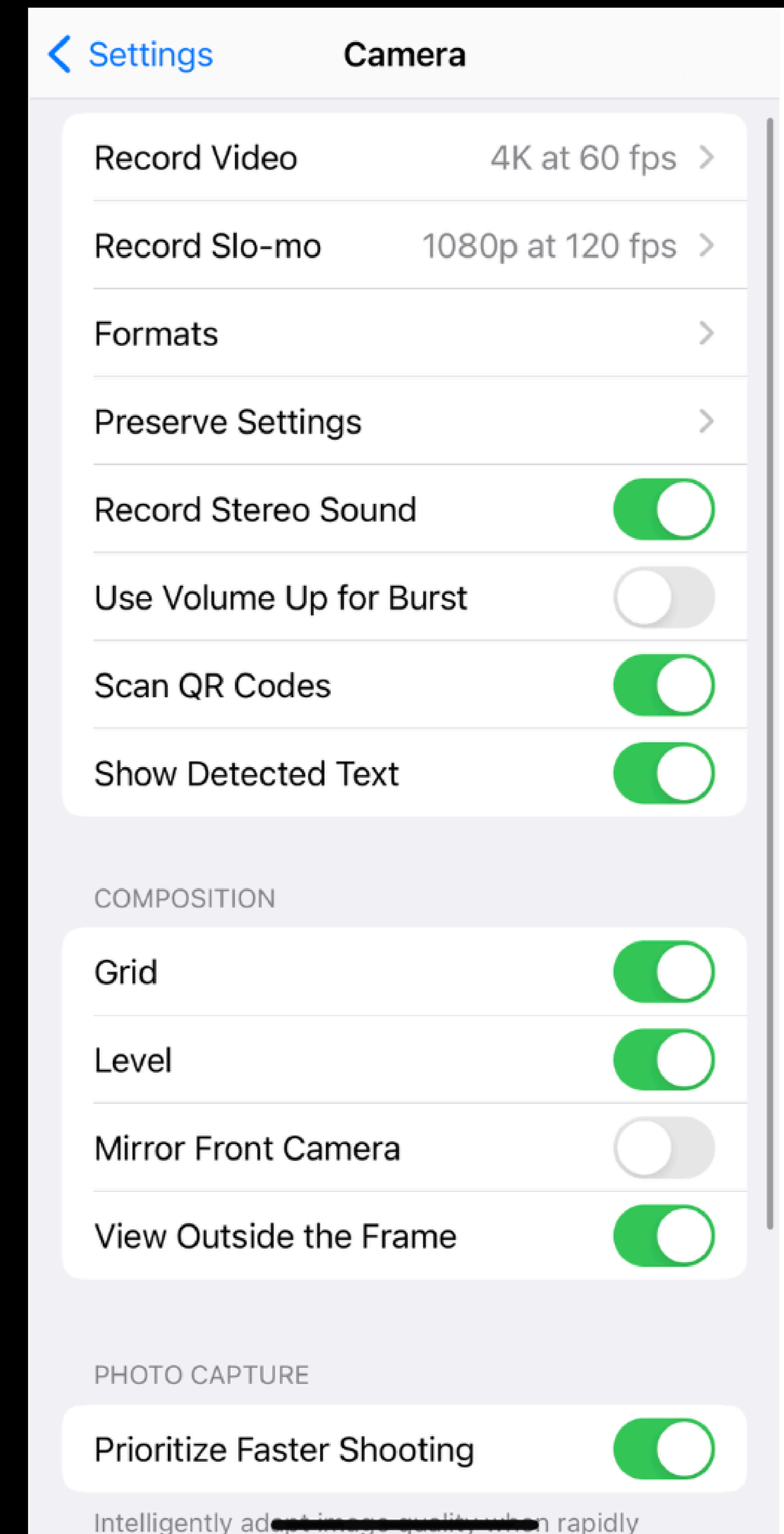
LET'S TALK *SETTINGS*

LET'S TALK *SETTINGS*

4k - Highest iPhone quality

FPS - Frames per second

60 fps - Smoother and more detailed,
with a noticeable reduction in motion blur.
It's better to work with in post-production
compared to 24 or 30 fps.

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COMPOSITION *OPTIONS*

+ Eye Level (Standard)

+ Overhead (Flay Lay)

+ High/Low Angle

+ Wide Shots

+ Detail Shots

+ Humanization

+ Over the Shoulder

+ Leading Lines

+ Rule of Thirds
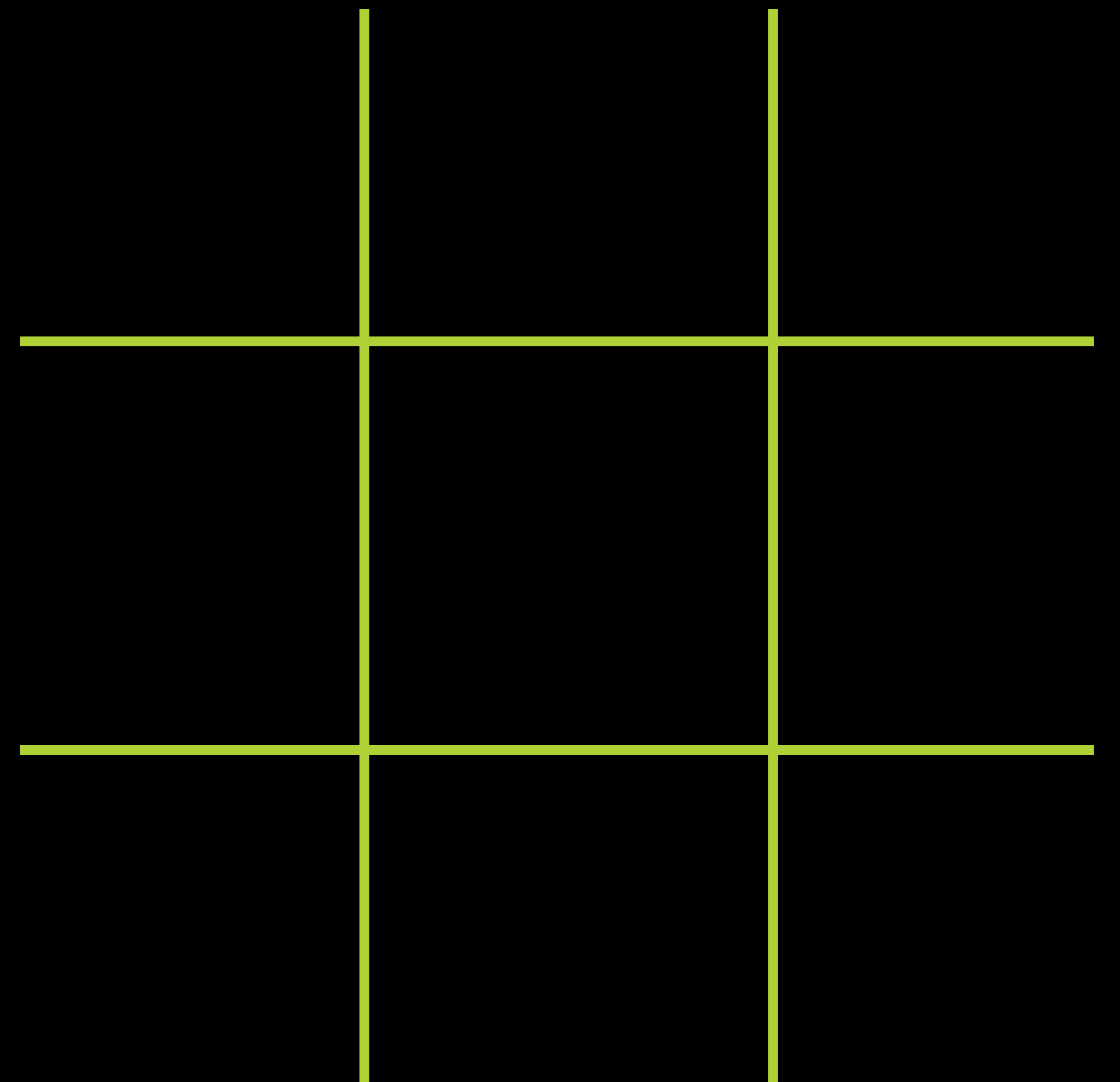
+ POV

Needs Improvement

Standard Angle

Flat Lay

THE RULE OF *THIRDS*

The rule of thirds is a composition guideline that places your subject in the left or right third of an image, leaving the other two-thirds more open. While there are different forms of composition, the rule of thirds generally leads to compelling and well-composed shots.
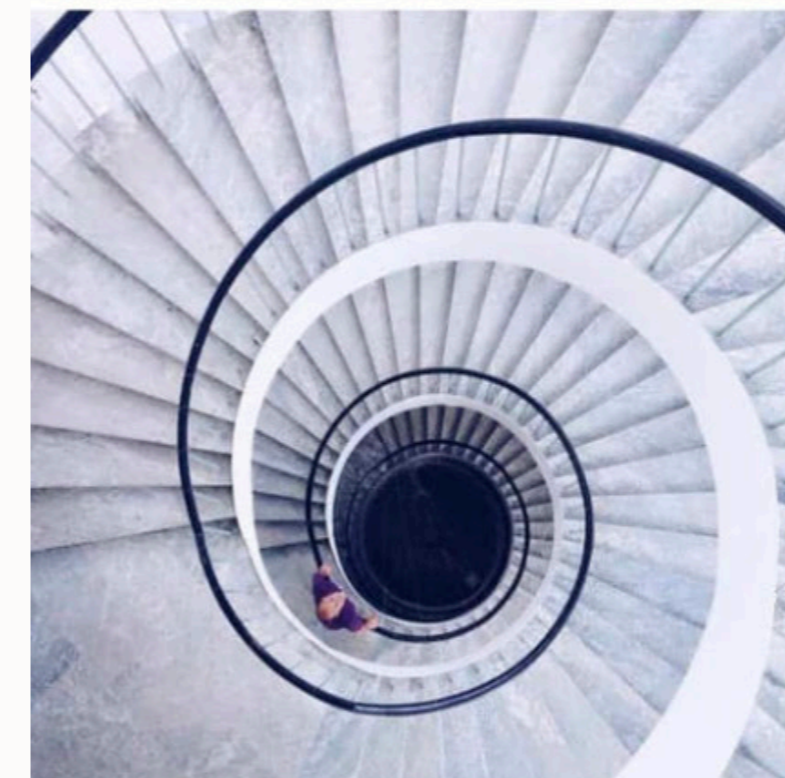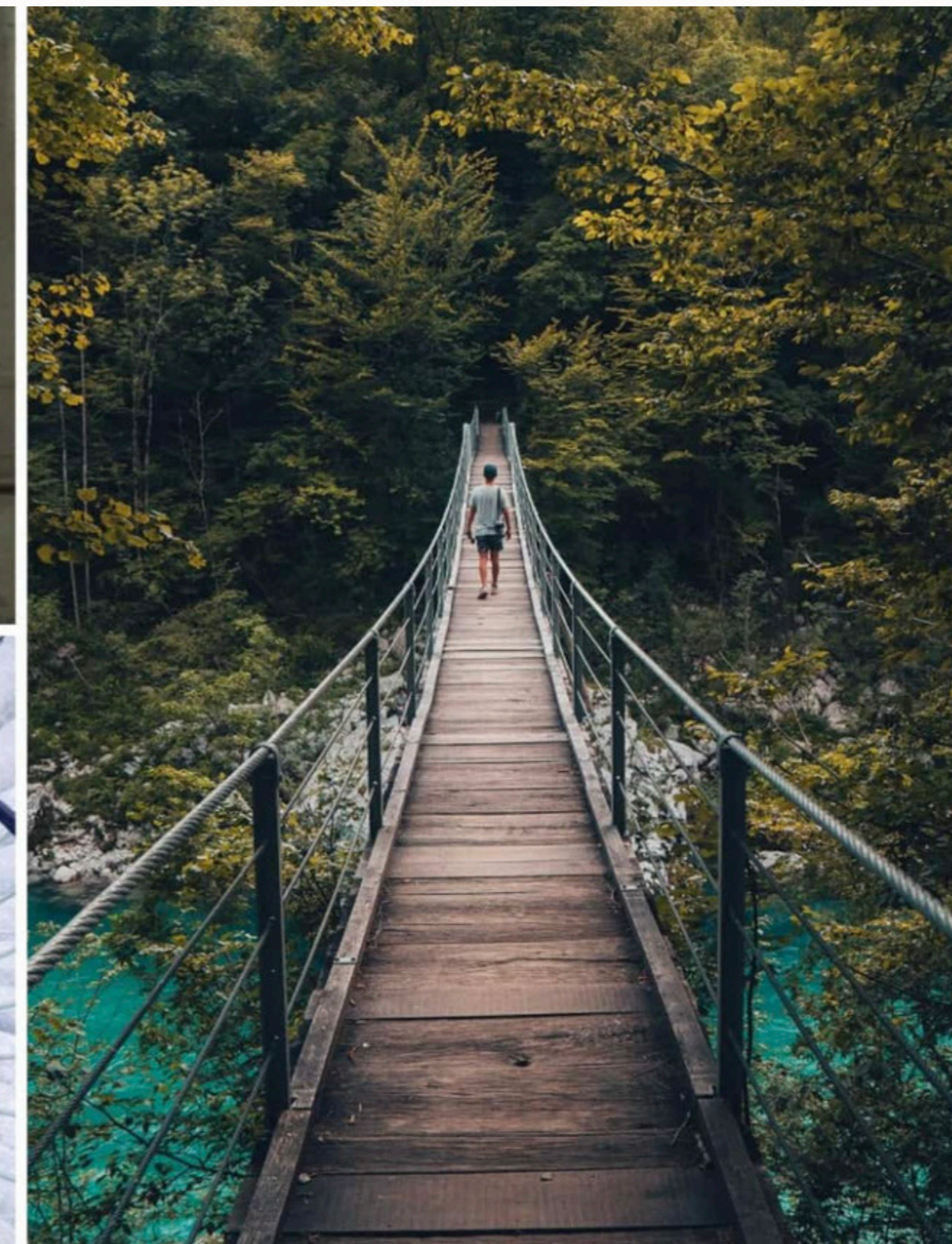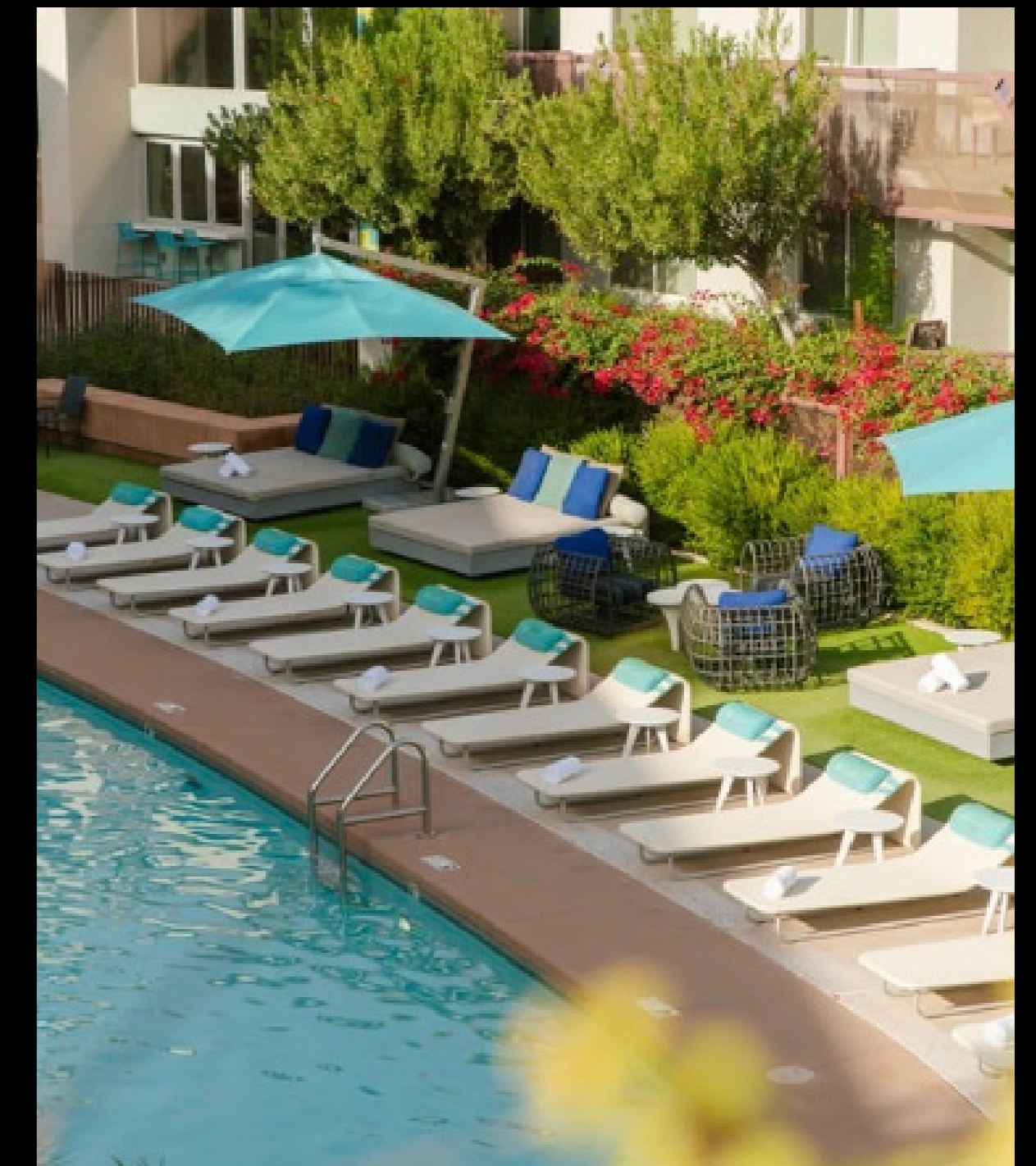
THE RULE OF THIRDS *EXAMPLES*

LEADING *LINES*

Leading lines are a compositional technique where human-made or natural lines lead the viewer's eyes through a photograph to the subject or the heart of the image.

LEADING LINES *EXAMPLES*

EYE LEVEL *(STANDARD)*

High Angle

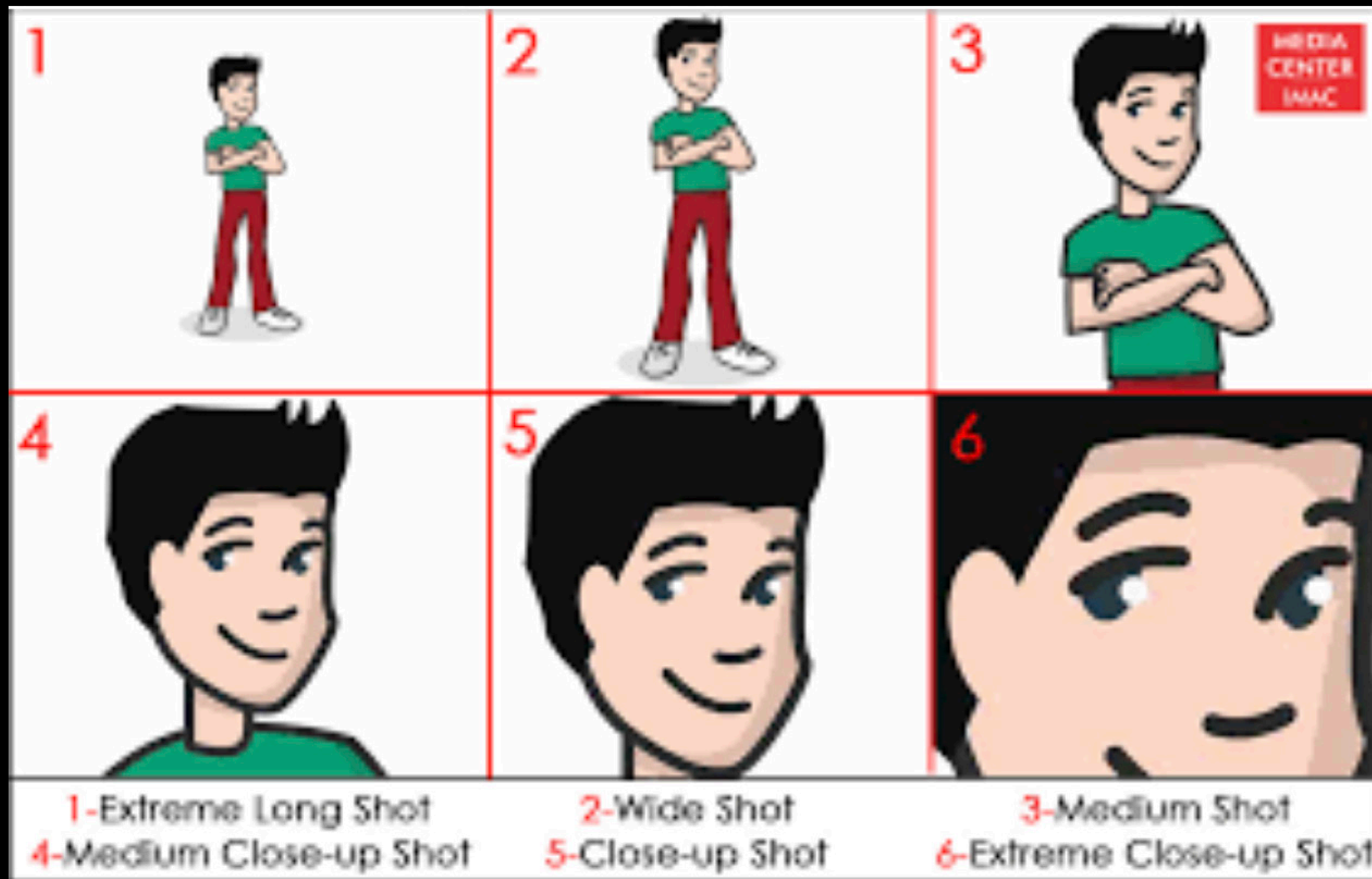**Low Angle**

Overhead/Flat Lay

WIDE *VS.* CLOSE-UP

1-Extreme Long Shot
4-Medium Close-up Shot
2-Wide Shot
5-Close-up Shot
3-Medium Shot
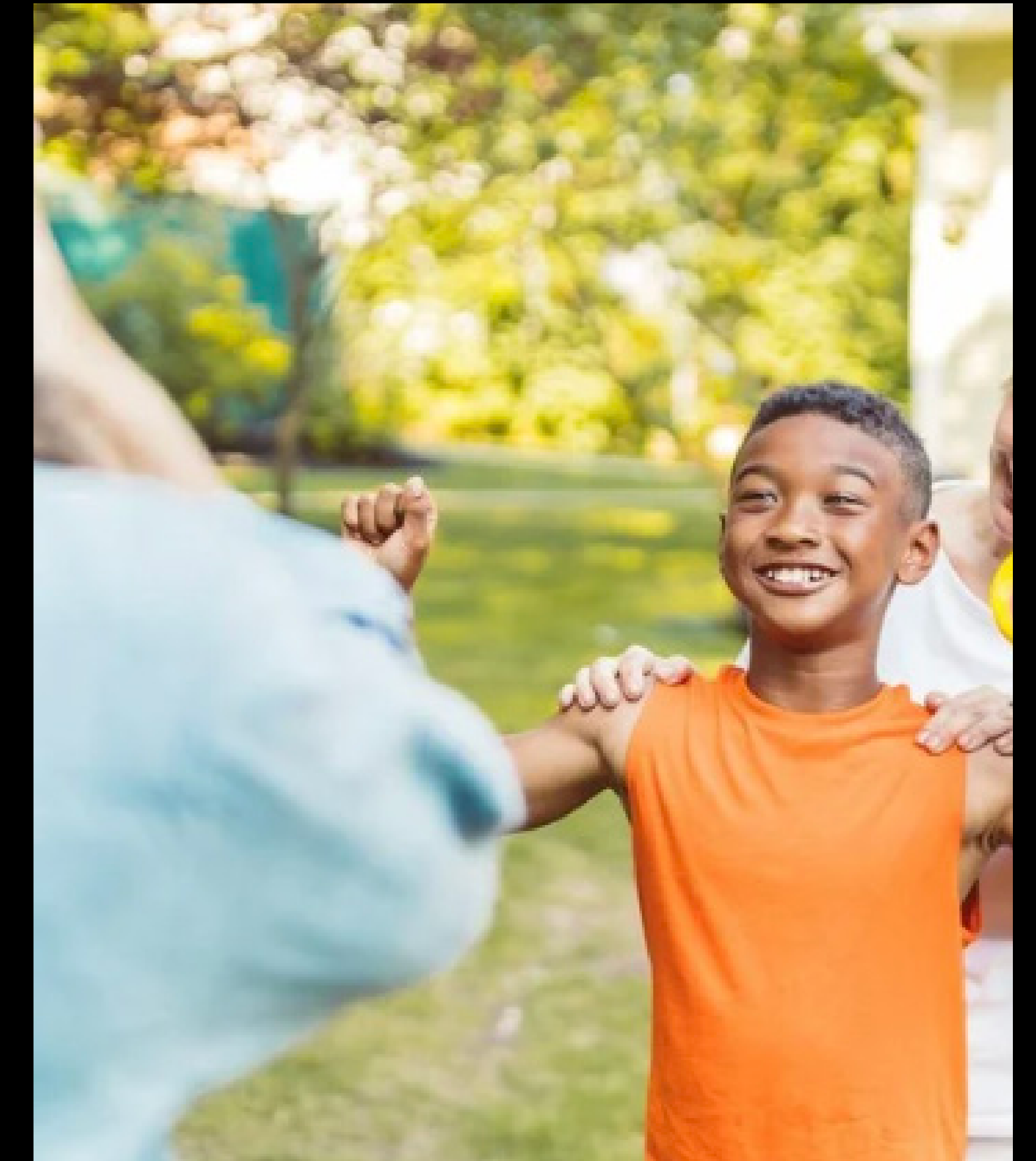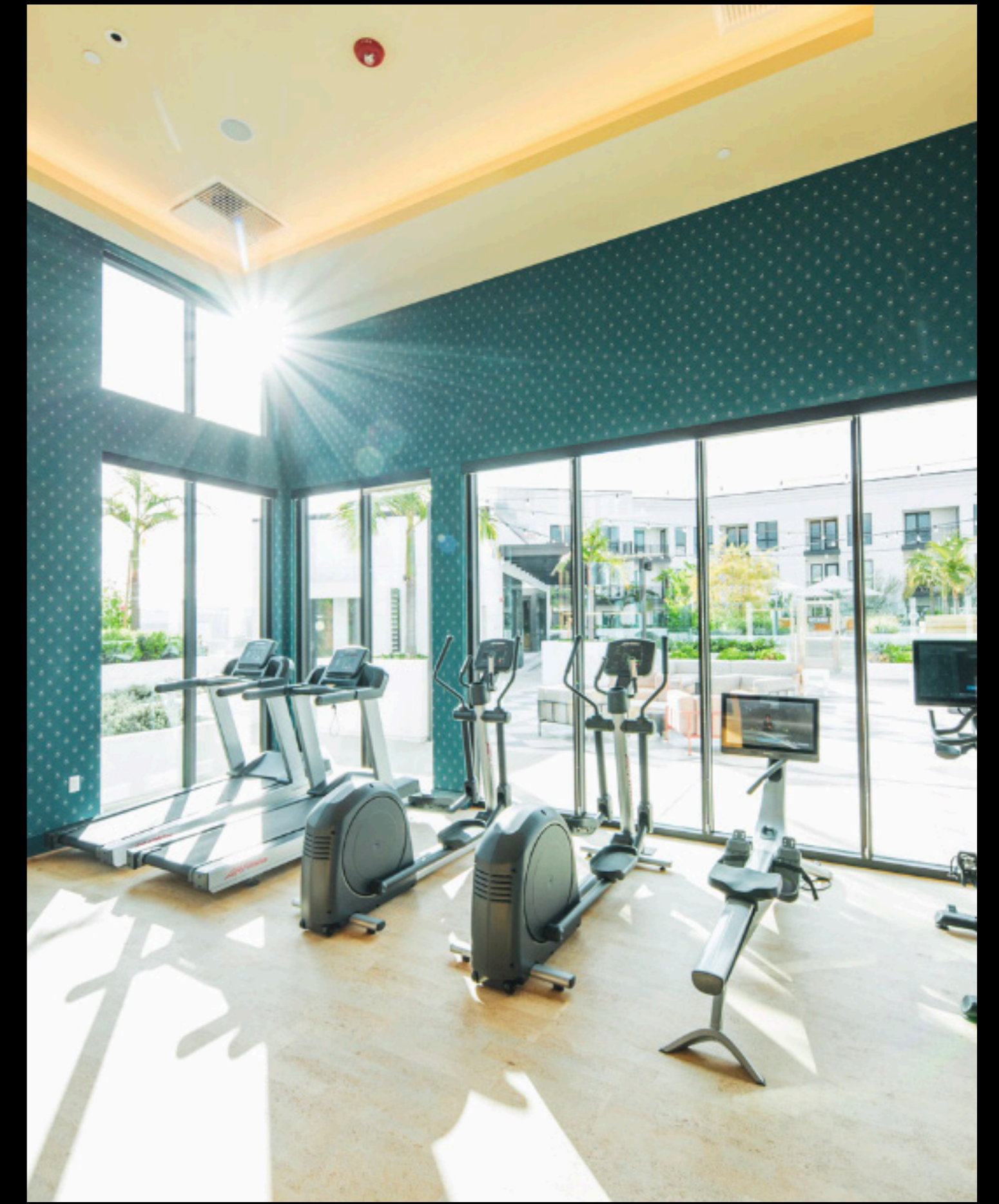6-Extreme Close-up Shot

OVER THE *SHOULDER*

A PERSON OR OBJECT IS BLURRED AND IN THE FOREGROUND

LIGHTING *OPTIONS*

+ Hard Light

+ Soft Light

+ Key (Direct)

+ Back Light

+ Top Light

+ Side Light

+ Natural Light

+ Artificial Light

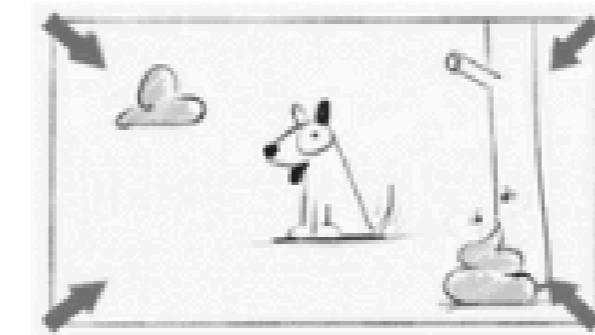# LIGHTING

FOR *VIDEO*
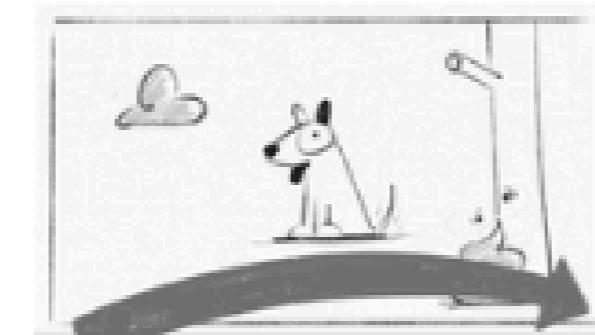
Camera Movement & Shot Types

For more in-depth examples visit:
https://boords.com/blog/16-types-of-camera-shots-and-angles-with-gifs

Zoom
Zooming gives the impression of moving closer or further away from the subject. It can be used to magnify a focus point in the frame, but other moves such as a dolly, are a more natural way to show movement.

Pan
Panning moves the camera horizontally on a central axis. The camera remains stationary, but the direction that it faces changes. Can be used to follow a moving character or to fit more into a frame.
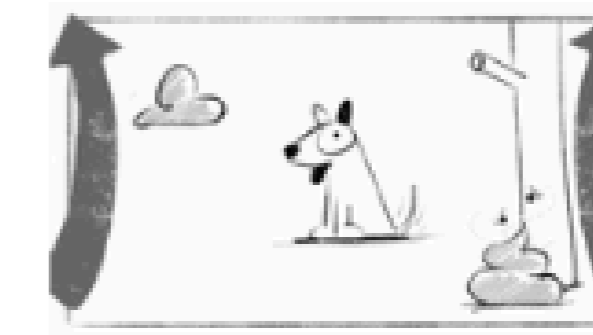
Tilt
A tilt is a vertical pan movement. A slow upwards tilt can be very effective in making a subject appear bigger or more significant while a downwards tilt has the opposite effect.

Dolly
In a dolly shot a track-mounted camera moves towards or away from the subject. Unlike a zoom, the world around the subject moves with the camera. A dolly towards the subject creates intimacy.

Truck
Similar to dollying, trucking involves a moving a track-mounted camera along a fixed horizontal path. Often used to follow characters in action. Get rid of jerking camera movements with a fluid motion track.
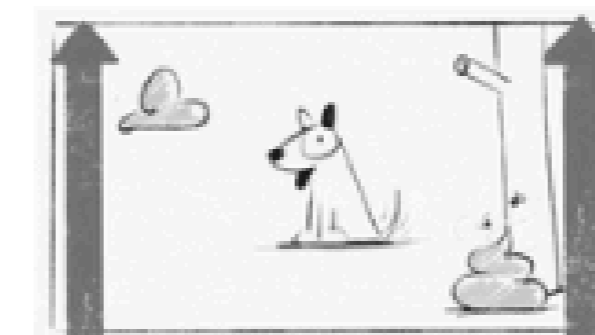
Pedestal
A pedestal involves moving the camera upwards or downwards in relation to a subject. It's different from tilting in that the entire camera ascends or descends, rather than camera angle alone.

Establishing shot
Establishing shots build ambiance and show the context of what's to come. Often a long shot, the establishing shot indicates where (and sometimes when) the scene is taking place.

Full shot
The full shot is just as the name implies and shows the entire body of the subject from head to toe. This shot tends to focus more on the character's movement rather than their state of mind.

Medium shot
Also known as the ¾ shot, the medium shot typically shows the subject from the knees up. It allows the viewer to see the background environment and the character's gestures, while still being close enough to capture their emotions.
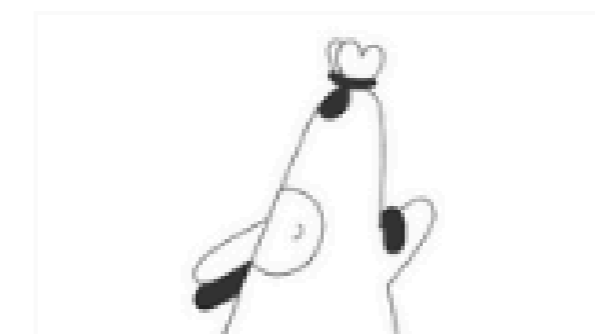
Close shot
In a close shot, the subject's head and/or face takes up most of the frame. This allows their reactions and emotions to dictate the scene. The subject is the focus which helps build a connection with the audience.

Extreme close shot
An extreme close shot is so close that only one detail, such as a person's eyes or mouth, can be seen. Because of the unnaturally close nature of the shot, it should be used sparingly. An ECS can be incredibly effective for adding drama.
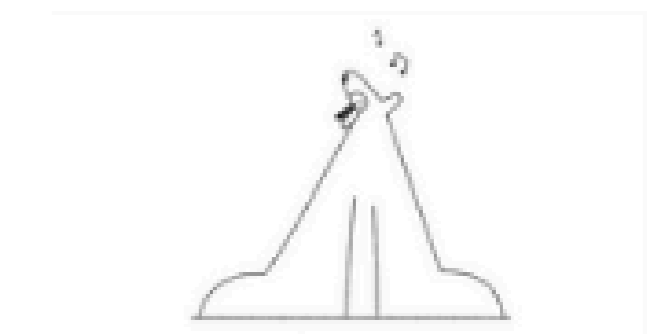
Up shot
An up shot is taken from below eye-level creates the perception that the viewer is looking at them from a lower perspective. This type of shot can give the impression that the subject is powerful, heroic, or even dangerous.

Down shot
A down shot, in contrast to an up shot, is taken from above the eye-level of the subject and can make the subject seem vulnerable or powerless.

Over the shoulder
Taken from behind the shoulder of another character, an OTS typically frames the subject in a medium or close shot. It is effective in group conversation scenes and establishes which characters are speaking to each other.
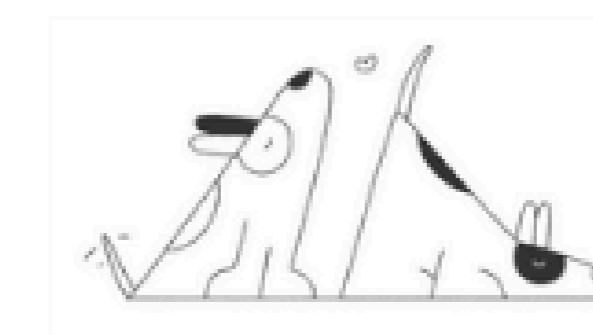
Two shot
A two shot presents two characters together within the same frame. It's a natural means of introducing both people and can be used to shed light on their relationship with one another.

Point of view shot
The point of view (POV) shot shows us what character sees in first-person. It allows the viewer to take on the perspective of the character and begin to understand their state of mind on a more personal level.

A visual guide to camera angles

Understanding the most important camera shots will help you make easy-to-read storyboards, and good storyboards lead to good films. Whether you're making a film, an animation, or something else entirely, these 16 camera moves and shot types will give your visual vocabulary a boost.

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REMEMBER THAT EVERYTHING IS CONTENT, AND OF COURSE, HAVE FUN CREATING!

FIND INSPIRATION IN THE ORDINARY.

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Thank you!

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