

SOLAR FAKE

Briefing Videoclip

Footage:

We need your video footage of our postcard. But it shouldn't be just standing still in front of something, **we want it in motion**. So either the card or the background should move, we also like depth of field motion... The postcard can fall onto something, somebody steps on it, it can drift away in a river... the postcard is travelling... Train station, forest, city, village... be creative! Ideally you send us some different clips or angles of each of your ideas so that we can put it together in a nice way...

Technical requirements :

- Full HD, 1920 x 1080 px,
- Framerate min 30 fps progressive, better 60 p.
- Format: MP4 with H.264 Codec, not compressed too much and please don't compress it more than the camera does itself!
- lock exposure and white balance during recording! If these values visibly change during the clip we can't use it (smartphones and cameras in automatic mode tend to do this)
- Shutter- Speed should be 1/(2xfps), e.g. 1/60 at 30 fps, please use 1/100 if you shoot in incandescent or fluorescent light... don't know if this works in America as well... if not, adjust the shutter speed until the light is not flickering anymore)
- ISO max 800
- please make sure you have the object in perfect focus, we can't use unwanted blurriness...
- please make sure to use a good exposure...
- deactivate digital sharpness of the camera if possible; set contrast and saturation to a neutral value

If somehow possible, don't use smartphones. iPhone 7, Samsung Galaxy S8, Huawei Mate 9 and 10 have very good cameras that can be used.

If you really have to use your smartphone for the shooting, please make sure that the camera settings don't automatically change during the recording. If it seems impossible, maybe you can try not to use the built-in app!

If you can meet at least most of the requirements we're looking forward to seeing your clips! And if you're not sure about something or you have a question, please just ask. And please send us a postal address where we can send the postcard to: by mail video@solarfake.de.

If you already have an idea we're happy if you let us know in advance and if you need more than 1 card... no problem, we're happy to send more.

Please upload your clips to any online storage service where we have access to your files for at least 2 weeks, like Dropbox, Yousendit, OneDrive, Asus Webstorage, Mydrive.ch etc. Please send us the download link to video@solarfake.de as well.

We can't guarantee that we'll use your clip because it depends on a lot of things, but we try to use as many clips as possible.

By sending your clip to us you convey all rights to us. There will be no payment or compensation if we use your clip. We do guarantee to only use your footage within our videoclip and we will not use it for any other purpose.

If you have questions please send us an email to video@solarfake.de

It would be perfect to have your footage by the end of February, but if you need more time please let us know so that we can check if it will be ok anyway...

Thank you very much! Vielen Dank!