

NATURE JUST GOT BETTER

TerraCottem video editing service



TERRACOTTEM
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TerraCottem edits footage you send us into videos for your digital marketing.

It's a free of charge service for the TerraCottem distributors.

You only need to take good photos or shoot quality images and send them to us together with a legend.

The footage can be taken with your smartphone.

→ Here are some tips on how to take good images...



TIPS FOR TAKING GOOD IMAGES

1. Avoid backlighting or dusk
2. The best light = golden hours (1 hour after sunrise and 1 hour before sunset)

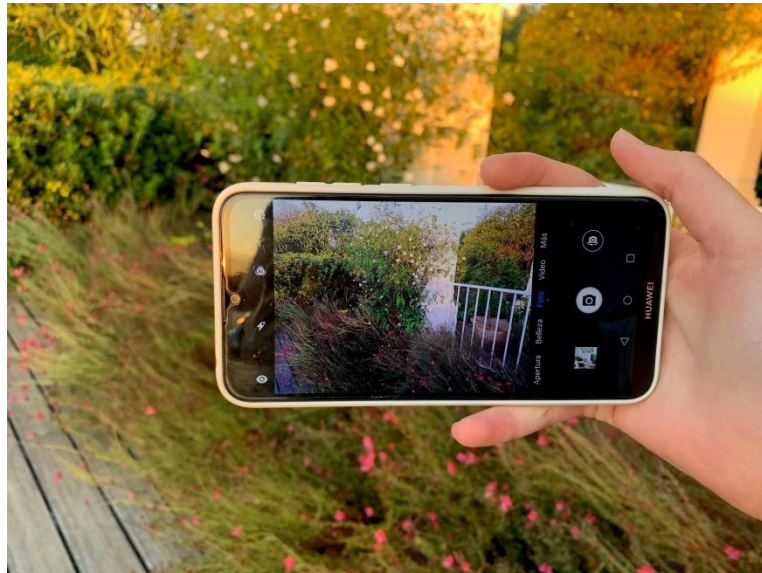


TIPS FOR TAKING GOOD IMAGES

3. Place yourself between the subject and the sun, but avoid having your shadow in the picture
4. Select an unobstructive and not disturbing background
5. When recording sound: talk loud and clear and avoid background noise
6. Use a tripod to shoot stable images (or place your camera on a stable surface)

TIPS FOR TAKING GOOD IMAGES

7. When shooting with a smartphone, shoot in the landscape mode



TIPS FOR TAKING GOOD IMAGES

8. Keep it simple
9. Shoot long shots between 10 and 30 seconds
10. Shoot in segments – it will be edited

TIPS FOR TAKING GOOD IMAGES

11. Zoom with your feet

When you want to get a close up view of something, it's tempting to reach for your camera's zoom button. But this can come with problems. Most smartphones only offer digital zoom, which can degrade the quality of your image. Plus, the further you zoom the more likely your video is to become jerky, even if you're using image stabilization.

So what do you do if you want to get closer to your subject? Zoom with your feet. Stop filming, move closer to the subject, and start shooting once more. Simple!



TIPS FOR TAKING GOOD IMAGES

12. Ask permission

If you use a person as a point of reference (to show the size of something) or have a person in the picture, make sure you clear upfront whether he is happy to be in a picture which will be used in social media. There is little point in taking pictures you can't use afterwards.



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TIPS FOR GOOD COMPARATIVE PICTURES

For comparative footage it is better to take pictures than videos.



TIPS FOR GOOD COMPARATIVE PICTURES

If the objects of comparison do not fit in one picture, position yourself at the same distance of the subject for every picture.



The distance to the subjects on both pictures is similar

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TIPS FOR GOOD COMPARATIVE PICTURES

The same applies for larger subjects such as the comparison between these 2 flower beds



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TIPS FOR OBTAINING GOOD COMPARATIVE PICTURES

Use a point of reference to show the difference.



Here the point of reference is a man. Pity there is so much shadow in the pictures, especially the left one which hides the man



TIPS FOR GOOD COMPARATIVE PICTURES

Use a point of reference to show the difference.



In this picture the point of reference is a ruler

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TIPS FOR GOOD COMPARATIVE PICTURES

Opt for a neutral background



TIPS FOR GOOD COMPARATIVE PICTURES

Use props to indicate what is being shot, so there is no need to explain what's in the picture.



Here the props are cards with “control” and the “TC rates” written on them

TIPS FOR GOOD COMPARATIVE PICTURES

For comparative pictures over a period of time, try to take them from the same angle and distance. The original picture generally has a point of reference to help you. Bring a print-out of the previously taken pictures when taking new pictures.



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TIPS FOR GOOD COMPARATIVE PICTURES



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SOME EXAMPLES OF THE VIDEOS WE HAVE EDITED

<https://www.youtube.com/watch?v=eMwy5nUyTys>

https://www.youtube.com/watch?v=GB1t1AM_DWw

