**Rainforest Trust Photo & Video Guide**

**Ideal size, resolution and format**

We would like to receive your media in the original size, resolution and format in which it was shot. If you can adjust your camera to shoot in multiple modes and formats, always select the largest format with the highest resolution. For photos, shoot in the RAW format if possible. Ideal size and resolution based on the camera used is laid out below.

|  | **Ideal Photo Specs** | **Ideal Video Specs** |
| --- | --- | --- |
| **Cell Phone** | Best available | Try to shoot horizontally |
| **Point and Shoot Camera** | 300dpi, JPG format | 1080p, any format |
| **DSLR** | 300dpi, RAW format | 4K or 1080p, any format |
| **Drone** | 300dpi, RAW format | 4K or 1080p, any format |

**How to take great photos**

Keep in mind the 6 key things below:

1. Subject - Choose an interesting subject and keep in mind the steps below when taking their picture in order to highlight the person/species/landscape.
2. Composition - Follow the rule of thirds to frame your subject in such a way that they are the most interesting thing in the photograph in order for the viewers’ eyes to go straight to them.
3. Stability - it is almost always best to be as stable as possible. For interviews, try to get the camera on something solid, like a tripod. We know the camera can’t always be on a tripod, like if you are following and filming someone, but generally a shaky camera is less useful.
4. Lighting - Use proper exposure settings on your camera to make sure the subject is in focus and is well-lit while not being over-exposed.
5. Perspective - Make sure to move the camera where it needs to be in order to photograph the subject from the best angle. Unique and interesting pictures can sometimes be found from shooting from an unusual perspective - do not be afraid to get high or get low.
6. Sound - If you are interviewing someone, stay close to the subject and go to a quiet area. Try to reduce any extraneous noise so the viewer can focus on what the interviewee is saying. It is often best to review these kinds of clips in the field to check if the audio is bad. Often, wind can ruin the sound in a clip, so be aware of any environmental sounds that can cause issue, and try to mitigate it.

**How to take great videos**

First, it is important to follow the steps for photography, making sure you have good composition, lighting, sound, stability,and perspective in order to highlight your subject. In addition, since video is in motion, try to keep the 2 things below in mind:

1. Smooth motions - Follow objects, zoom into or out of landscapes, and in general try to move the camera as smoothly as possible. This is important to make the footage usable and not make someone feel sick while watching it.
   1. Special tip for drones: turn on the cinematic mode if your drone has one, it will increase the smoothness of turns and brakes of the drone and camera.
2. Film long takes - Once you are recording a subject and/or have a steady camera motion, hold it for at least 20-30 seconds. If a clip is too short, it becomes unusable.

**Resources**

[Rule of Thirds](https://www.youtube.com/watch?v=fSSOZxLnNyc)

[Exposure](https://www.learnaboutfilm.com/making-a-film/exposure-explained/)

[Perspective](https://filmstro.com/blog/point-of-view-in-filmmaking-what-is-it-and-why-is-it-important)

[Drone Cinematic Mode (Mavic Pro as an example)](https://www.youtube.com/watch?v=nY1wm3bGgoU)

[Top 5 Cinematic Drone Shots Tutorial](https://www.youtube.com/watch?v=eDg7l3HPQnM)