

Photo and video guidelines

Thank you for taking the time to collect some footage for us! In addition to the video footage, we're also looking to collect images of gita in use. These will likely be used for the blog. Below are some guidelines to get you started.

Collect more footage rather than too little

It's hard to make a coherent montage from limited footage. We aim to create ~15 second videos, but often begin with several minutes of footage.

Shoot a narrative

This doesn't have to be complicated—think about everyday life and what you'd realistically use gita for. Try not to get too cute with it.

The subject shouldn't have stuff in their pockets

We want to show that gita is able to carry your items.

Dress well

Sport your personal style and make sure to look good. This may be seen by tens of thousands of people. One video with one of our team members has been seen by close to a quarter of a million people. *Note: make sure to wear a mask in public places where physical distancing is even in question as a possibility.*

Shoot from different angles

Switching from one camera position to another helps create interest in the final product. Also try shooting at a variety of distances—close up and far away.

Show gita from the front/side

Fight the urge of shooting someone walking away from you. Instead, try filming them walking toward you, or take a side shot.

Don't walk while recording

Walking while recording results in very bumpy footage that's hard to correct in post-production. Instead, try standing still and have the subject do the walking.

If you're panning, try not to cut gita off

Panning is a good alternative to walking behind someone—you can move your phone to follow the person walking, but be careful not to move too fast and cut gita off.

If you're using your phone, shoot vertically

Through testing, we found out that portrait social posts work better than landscape ones.

Try and find good lighting

Direct sunlight is often too harsh, while shooting at night can be too dark. Golden hour works great: one/two hours before sunset or during the sunset, when highlights are not overexposed, and shadows are not too harsh. Also, try and avoid backlit shots with the sun directly behind the subject and gita.

Examples

Below are links to good examples of footage we received, with clear narratives and tons of angles.