



Shoot Brief for Contributors:

# USER GENERATED CONTENT

**DISSOLVE**



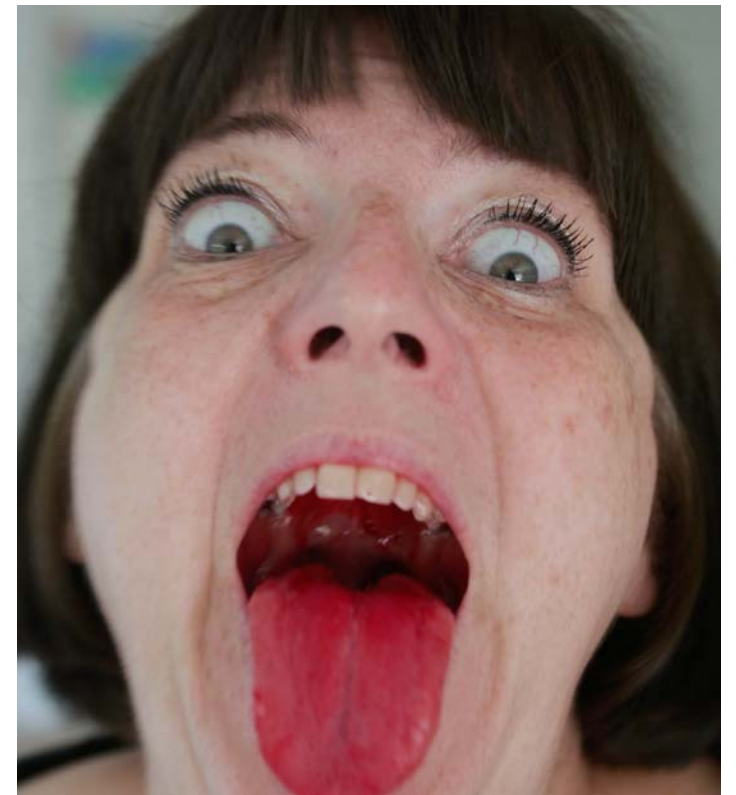
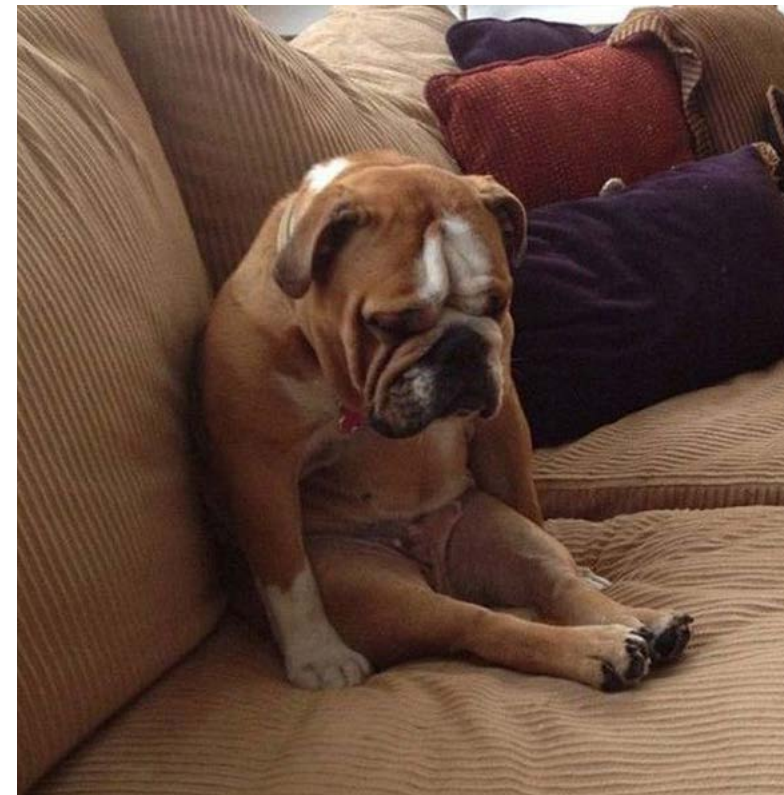
As filmmakers, we've spent years perfecting our techniques to create beautiful, high-quality footage that meets industry standards. But like it or not, the variety of looks and styles client projects demand is constantly evolving. More and more companies are looking for footage that looks like "user generated content."

User generated content is the term we use for any kind of video that is shot by an amateur videographer. This kind of content may not look or sound as professional as content created by professionals, but people like it because it looks more authentic and relatable. It can be made up of pictures, videos, articles, blog posts, tweets, testimonials and more. This brief is about shooting in the style of user generated content.



Having researched the needs of our customers, Dissolve is actively seeking footage that looks like it's being shot by the average person on their smartphone. Think about what you see on your friends' and family's Instagram stories: handheld shots of friends hanging out at your place, eating unique meals, memes, filming your pet doing something funny in the living room. Content customers come to Dissolve to license photos and footage because they know that we will always have model releases for our content that is free of logos and brands, and so it goes without saying that those requirements are still mandatory.

The [American Marketing Association](#) recently published an article about the value of user-generated content. In the piece, they write, "While it's easy to get hung up on creating high-quality content, it's important to remember that sometimes a shaky YouTube video can actually convert better than a million-dollar ad campaign. That's because for today's consumers, authenticity is much more important than looking professional."





## SHOT LIST

### ENTERTAINMENT

Eating out  
Karaoke  
Selfie videos at concerts  
Trying weird looking food

### FASHION

Applying face masks  
Dyeing or shaving head  
Funny hairstyles  
Funny outfits

### FRIENDS

Dancing funny  
Playing pranks  
Pool parties  
Shopping



### FUN WITH FAMILY/AT HOME

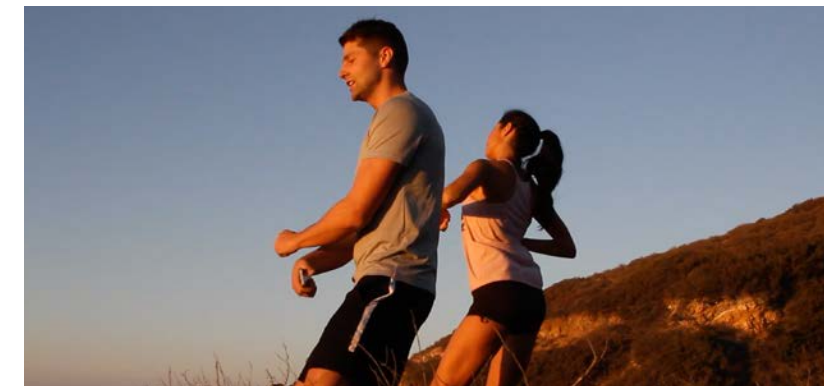
Cooking  
House parties  
Kids crying/being funny  
Workout fails

### PETS

Animals dressed funny  
Pets being funny  
Pet fails  
Pets acting like humans

### TRAVEL/LEISURE

Goofing around in Uber/Cab  
Having fun on vacation  
Public transit  
Weekend adventures





## SHOOTING TIPS

The key to UGC look is recreating the stylistic indicators of phone footage while avoiding the technical mistakes of amateurs. Fluid motion is great, but avoid jerkiness. A bit of handheld shake is fine, but don't overdo it. Extreme shake makes the footage unwatchable. You will probably have to try a few different techniques before you find what works for you.

Phone footage is often shot from a slightly unusual angle, compared to professional footage. Standing people may be shot from below, as if the person with the camera is sitting down. Pets and children are often shot from above, like an adult looking down. Experiment with different angles, especially ones that are officially "wrong" – it will give your shots a fresh, casual feel.

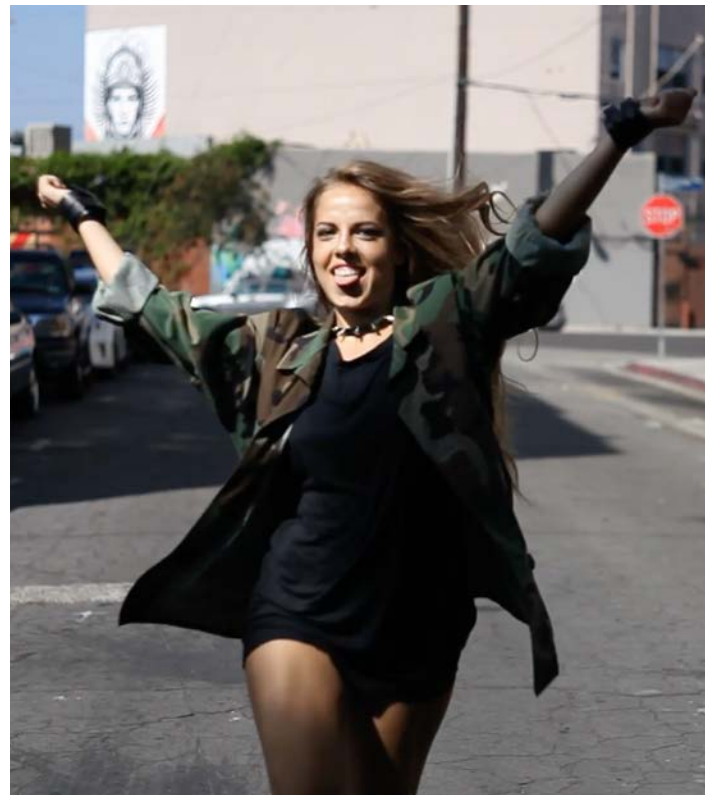
User Generated Content is always shot with available light, but that won't work for most professional footage. We still want everyone to look good – just not quite as perfect as usual. Try subtle lighting and allowing for more shadows than you normally would.

Experiment with vertical orientation. "Vertical video" was an internet joke for years, but more and more footage is deliberately filmed this way. It is especially valuable for advertisers creating videos for mobile devices, which is why you will often hear it referred to "mobile native" footage.

Everything, especially the performances of your models, should feel natural, spontaneous and unforced. Nothing should feel staged. Get your models involved in an activity that will distract them from the camera and give them time to feel at ease. Keep your styling unobtrusive and casual, and don't make the hair and makeup too perfect – a natural look is best. Make sure to obtain a signed model and property release. For those who don't want to use paper releases, we recommend [Easy Release](#) for iOS & Android.

Shoot 4K whenever possible.

Have fun! Set up a small party or afternoon hangout and see what happens. There's nothing harder than planning out a spontaneous-feeling shoot, so try working without a shot list. Try to remember what it was like to be an amateur! Just don't unlearn everything you've learned, because we always want your beautiful footage, too.



## METADATA TIPS

Be as specific as possible about the location in the description and keywords, without being spammy.

The strongest keywords are specific, cover the entirety of the clip, and do not introduce irrelevant concepts. There is no limit to the number of keywords allowed for each clip, but excessive or irrelevant keywords will harm the retrieval of your clips in search.

We urge you to provide the geographic place name of the location in your clip (e.g., San Francisco, California, United States).

Include roles and/or relationships (e.g., firefighters, mother and daughter) if they are relevant. Keyword only what is depicted.

Include gender, ethnicity, and age group (e.g., infants, teenagers, older adults) if possible.

Savvy users may be searching for clips with a specific cinematographic technique. If the clip depicts a tracking shot, a tilt shot, timelapse, shallow focus, rack focus, etc., include the relevant terms.

If relevant, use qualitative terms to describe the location depicted (e.g., crowded street).

Avoid the temptation to describe a variety of potential moods. Clips with numerous mood keywords, especially conflicting moods, will not perform well in search and may be edited.





Questions: [contributors@dissolve.com](mailto:contributors@dissolve.com)  
Submit: [upload.dissolve.com](http://upload.dissolve.com)

**DISSOLVE**