

How it Works : Video Capture Guide

To ensure your final edited video looks professional and seamless, please follow this quick guide to capture your horse's clips.

BEFORE YOU SHOOT: Quick Checklist

- **Clean Your Lens:** Wipe your lense with a microfiber cloth. Smudges ruin great videos!
- **Check Your Settings:** Open your phone's camera settings and set video recording to
 - **Resolution:** 1080p or similar
 - **Frames Per Second (FPS):** 30fps
 - **Video Stabilization:** Enabled
- **Find Your Light:** Good natural light with the sun behind the camera.
- **Location:** Choose a neutral, non distracting background with a suitable flat surface
- **Avoid Zooming**
- **Stay in a fixed position and hold the phone/camera steady**

Understanding Orientation

Pay close attention to the **Orientation Badge** on each shot.

- **PORTRAIT** means hold your phone vertically (straight up and down).



- **LANDSCAPE** means turn your phone sideways (horizontally, like a TV screen).



Important Note: Please upload the videos directly from your phone's native gallery/camera roll. Do not send them through text messaging or chat apps first, as this compresses the files and reduces the video quality.

The 10 Short Video List

Mandatory Videos

Shot 1: Classic Side View

- **Orientation:** Landscape (Horizontal) **Target Duration:** 8 seconds
- **Description:** Classic side view. Off front and hind feet to middle. Head alert.

Shot 2: Front Head and Should View

- **Orientation:** Portrait (Vertical) **Target Duration:** 8 seconds
- **Description:** Nice front view of horse's head and should from a slight angle.

Shot 3: Walk Right to Left

- **Orientation:** Landscape (Horizontal) **Target Duration:** 8 to 10 seconds
- **Description:** Steady walk with side profile moving right to left

Shot 4: Walk Left to Right

- **Orientation:** Portrait (Vertical) **Target Duration:** 8 seconds
- **Description:** Steady walk with side profile moving left to right.

Shot 5/6: Walk Towards

- **Orientation:** Portrait (Vertical) and Landscape (Portrait)
 - **Target Duration:** 8 seconds
- **Description:** Two separate videos of the horse walking towards the camera with separate orientation to improve walking profile options for final video

Shot 7/8: Walk Away

- **Orientation:** Portrait (Vertical) and Landscape (Portrait)
 - **Target Duration:** 8 seconds
- **Description:** Two separate videos of the horse walking away from the camera with separate orientation to improve walking profile options for final video

Optional Videos

Shot 9/10: Wildcards

- **Orientation:** Landscape (Horizontal) or Portrait (Vertical)
 - **Target Duration:** 8 seconds
- **Description:** Two optional videos to capture potentially relevant footage. E.g.– trotting profiles from the side, front or rear



Shot Tracker Checklist

Use this checklist to make sure you have everything ready before uploading.

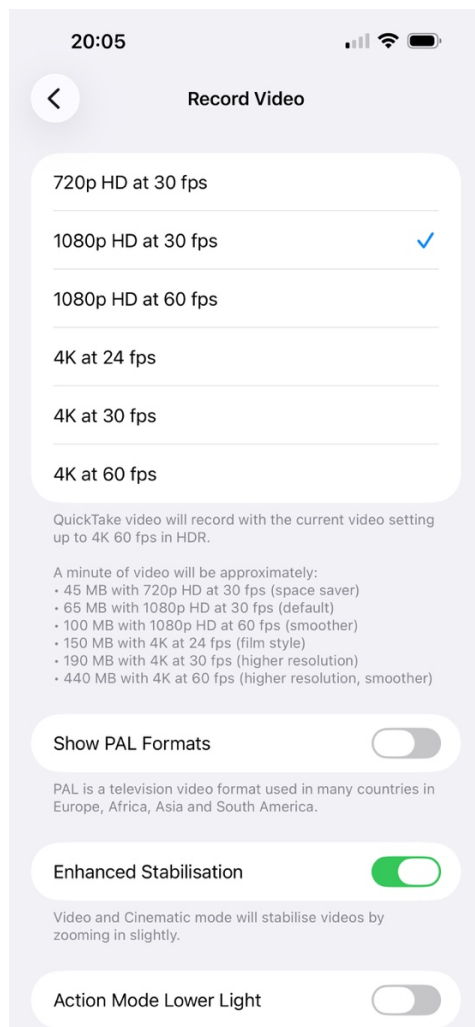
Shot	Video Type	Orientation	Description (Duration)	Done
01	Side Profile	LANDSCAPE	Classic standing view (8s)	
02	Head/Shoulder	PORTRAIT	Front profile view	
03	Walk Right Left	LANDSCAPE	Steady walk from side (8s)	
04	Walk Left Right	LANDSCAPE	Steady walk from side (8s)	
05	Walk Towards	PORTRAIT	Front on walk towards (8s)	
06	Walk Towards	LANDSCAPE	Front on walk towards (8s)	
07	Walk Away	PORTRAIT	Rear view walk away (8s)	
08	Walk Away	PORTRAIT	Rear view walk away (8s)	
09	Wildcard 1	Optional	E.g. Trotting side/front/rear view (8s)	
10	Wildcard 2	Optional	E.g. Trotting side/front/rear view (8s)	

Camera Setting – Apple iPhone / Android

In order to capture videos with good quality without being too large configure you camera to be close to the settings below:

- **Resolution:** 1080p or similar
- **Frames Per Second (FPS):** 30fps
- **Video Stabilization:** Enabled

Apple iPhone



Android

