

INTRODUCTION

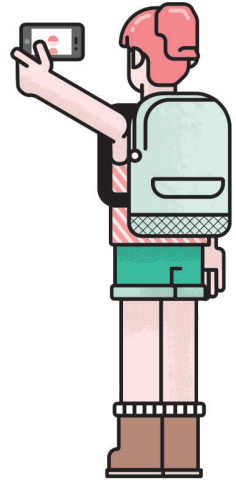
VIDEO IS A POWERFUL VEHICLE for capturing our travel experiences. It's an assault on the senses: image, movement and sound conspire to deliver to the viewer a vivid essence of place and time. Where photography can – literally – offer only a snapshot of a single moment, video can build a montage of sights, points of view and real-time action. At its best it immerses the audience, making them feel like they're really there in the moment, hearing the bustle and smelling the aromas for themselves.

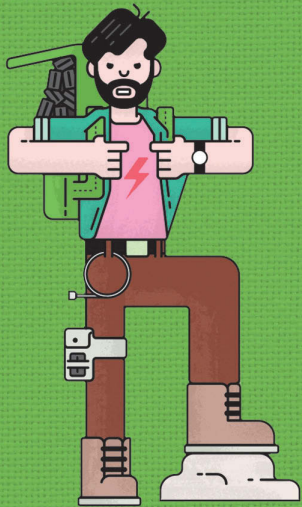
There are many factors that contribute to a great travel video, but don't let that put you off. Thanks to a lifetime's exposure to TV and movie culture, adverts and social media video, we all possess an

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innate understanding of what makes good video. The 52 tips that follow offer an insight into the practical skills you need to make original and entertaining video, from technical know-how and compositional advice to creative suggestions and editing tips.

You can invest in top-of-the-range cameras, lenses and equipment, but you don't have to. Smartphones can shoot great footage, and editing software is more accessible than ever. The YouTube generation has proven that anyone can connect with an audience; you don't need qualifications or years of experience. Whether you're a novice or a veteran videographer, you'll find tips here to spark ideas and inspire creativity for your next trip and beyond.





CHAPTER

1

BEFORE
YOU GO

TIPS BY Teton Gravity Research * Russ Malkin * Lucy Clements * Nick Ray

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WHAT CAMERA?

Let's start with the basics: what cameras guarantee you good-quality video?

One option is to use a Digital Single-Lens Reflex camera, more commonly known as a DSLR. These can retail for anywhere from US\$600 to \$5,000, but even those on the cheaper end of this scale can shoot great video. DSLRs can be outfitted with a variety of different lenses, but we recommend a mid-range zoom lens like a 24–105mm zoom, which is the most versatile.

But if you plan to share your videos via social media or online, the truth is that an iPhone 6 Plus with the maximum memory (132GB) can reap fantastic results. Install the iMovie app to allow you to edit the footage there

and then; this technology is so sophisticated and intuitive to use that anyone can produce well-crafted shows on their handset, ready to upload directly to any social media platform. Of course, you may prefer to consider the equivalent Android option.

Don't shoot in portrait

Whichever smartphone option you choose, make sure that you always shoot landscape – that is, hold the phone horizontally – to avoid the wrong aspect ratio in your finished product.