

# VERTICAL VIDEOS: BEST PRACTICES

Video Orientation Reference Chart

Video Orientation Reference Chart		Pixel Resolution (w x h)	Aspect Ratio
HORIZONTAL	LANDSCAPE	1920 X 1080	16:9
VERTICAL	PORTRAIT	1080 X 1920	9:16

## CONSIDER THE SUBJECT

Vertical orientation is not suitable for every subject. Consider the subject matter and how it works in a horizontal space versus a vertical space.

HORIZONTAL	VERTICAL
<ul style="list-style-type: none"><li>• Multiple subjects</li><li>• Wide views</li><li>• Horizontal action</li><li>• Most things in daily life</li><li>• Talking head videos with onscreen text graphics</li></ul>	<ul style="list-style-type: none"><li>• Single upright subjects</li><li>• Tall views</li><li>• Little to no movement</li><li>• Buildings, trees, giraffes</li><li>• Talking head videos with speaker's body language</li></ul>

## WORK WIDE TO NARROW

It's easier to size down than to size up, and this goes for filming *and* editing.

If you don't have the option to record in both horizontal *and* vertical modes, capture your footage horizontally with the consideration that the footage will also be cropped and reframed. Keep plenty of space around your subject so you won't have to scale the footage too drastically to fill the frame.

When you get to editing, edit together the horizontal version first and build the vertical version from that.

## SHOOT VERTICAL

If and when possible, capture footage in both horizontal *and* vertical mode. Although cropping and reframing is always a viable option, certain angles and compositions play better in one orientation over the other. Shooting full-frame vertical will allow you to compose the shot intentionally for the vertical frame, and vice versa for the horizontal frame.

## MIND YOUR EDGES

Align your subject or main action in the center of the vertical frame. Be mindful of action-safe and title-safe areas inside the frame, particularly along the top and bottom edges where mobile app buttons appear. Avoid placing important details and graphics in spots where they may be cut off or covered during playback.

## OPTIMIZE FOR MOBILE VIEWING

When adding motion effects and animation to a vertical video, choose movement that mimics the natural motor skills used with touchscreen phones—pinch to zoom, swiping, scrolling. Vertical framing is narrow, so avoid using a lot of fast horizontal movements and pans.

## EDIT FROM THE ORIGINAL

When reframing a pre-existing video, work from either the original edit project file or the raw footage. Although it's possible to work from an exported video file, it's important be able to adjust the placement of every element in the video, like text and graphics.

## GET CREATIVE WITH LAYOUTS

When moving and scaling isn't enough, consider alternative ways to fill the vertical space without compromising the visual content.

- Stacked clips
- Split screen
- Negative space
- Cropping
- Duotone
- Color blocking
- Zoom on details
- Borders