



SHOOT BRIEF

Creative Brief: Suburban and Village Aerials

Keyword Code: **SUBOCT2018**

Shooting suburban and village aerials isn't restricted to where you live. It's a category that's open to all aerial filmmakers. How we live from a bird's-eye view isn't limited to one place, and more often than not, our clients are looking for a variety of global cultures to convey their message.

Shot List Thought-Starters:

- Suburban Track Homes / Neighborhoods
- Apartment Buildings
- Condominiums
- Main street – commercial area
- Suburban Track homes under construction
- Parks
- Suburban Baseball, soccer, football, tennis, basketball stadiums and courts
- Golf Course

Suggested Keywords: Community, Development, Subdivision, Suburbia, Construction, Architecture, Neighborhood

Suburban and Village Aerials

Typical Users: Tech Services, Communications Industry, Credit Card Companies, Financial and Insurance Institutions, Political Ads, Program Openers, Fiction and Non-Fiction Films

Pro-Tip:

Mark your foreground as if you have talent positioned in the frame. We're looking for backgrounds with a shallower depth of field, focal lengths from 50mm-200mm. In addition, apply this information to your keywords. Include words such as "Background Plate" and "Chroma Key Video Background" in your titles. 4K resolution is highly suggested for zooming in.

Before You Shoot:

- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage

Submission Checklist:

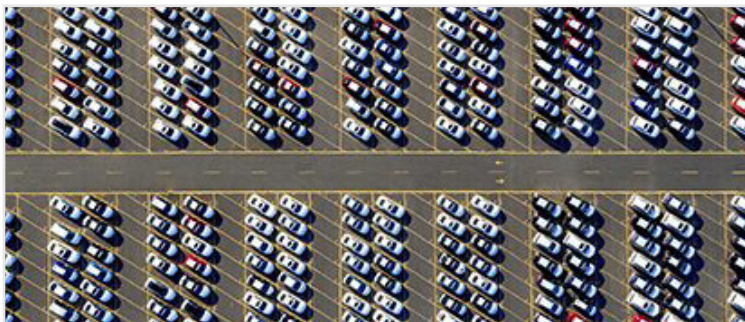
- Remember to tag your clips with the keyword code: **SUBOCT2018**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

Check Out These Additional Pond5 Shoot Briefs:



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