



SHOOT BRIEF

Creative Brief: Chroma Key Video Background Plates

Keyword Code: **BACKGROUNDMAY18**

Similar to virtual sets, chroma-key video background plates for talent interviews shot against green screens are in high demand. We can't emphasize the importance of these elements for compositing purposes enough. This type of imagery is a niche worth exploring.

Shot List Thought-Starters:

- Urban Streets
- Residential Homes – exteriors and interiors that include kitchens, studies, living rooms, dining rooms
- Nature Landscapes
- Office building exteriors and interiors that include conference rooms, offices, open work stations – lofts, lounges, lobbies
- Technology server rooms

Suggested Keywords: Background Plate, Video Background, Chroma Key Background, Interview

Typical Users: Television Networks, Post-Production Video Editors, Independent Video Broadcasters, Feature Films, Reality and Non-Fiction Producers

Chroma Key Video Background Plates

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: **BACKGROUND**MAY18
- 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

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