GUIDELINES FOR 4K UHD CONTENT

(provisional)

4k UHD (Ultra High Definition) adds more picture quality and has a higher resolution that full HD clip. The benefit of having 4k over 1080p is that it has four times many pixels as 1080p. This could mean that it has a better picture images details and the sharper it will be. The further you look, the better it will look better and you can see a big difference from plasma TV versus the UHD 4k TV. A 4k material would make no appreciation if the choices of content and shots are bad. So, what Fashion One is trying to look for contents that would be as worth it to be shot in 4k are the following?

1.) More action and moving objects, the more it has, the more noticeable the difference is. As we are requiring the motion to be shot in 50fps, we can see a good movement of the subjects plus the added details of the materials on the subject.

Example: Ferry's wheel moving at 50fps.

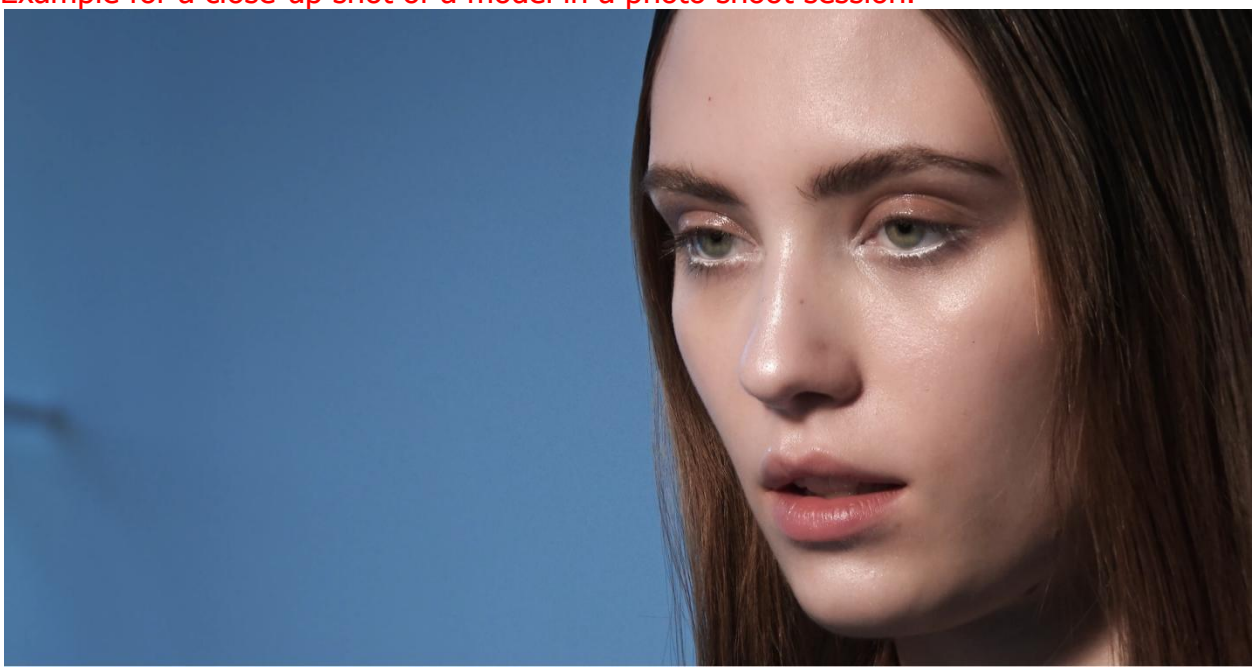


Example: Model walking in the runway.



2.) The closer the better as it will expose the details of the images in 4k TV. Wide shots are also accepted provided that the small details of the small objects are still recognizable.

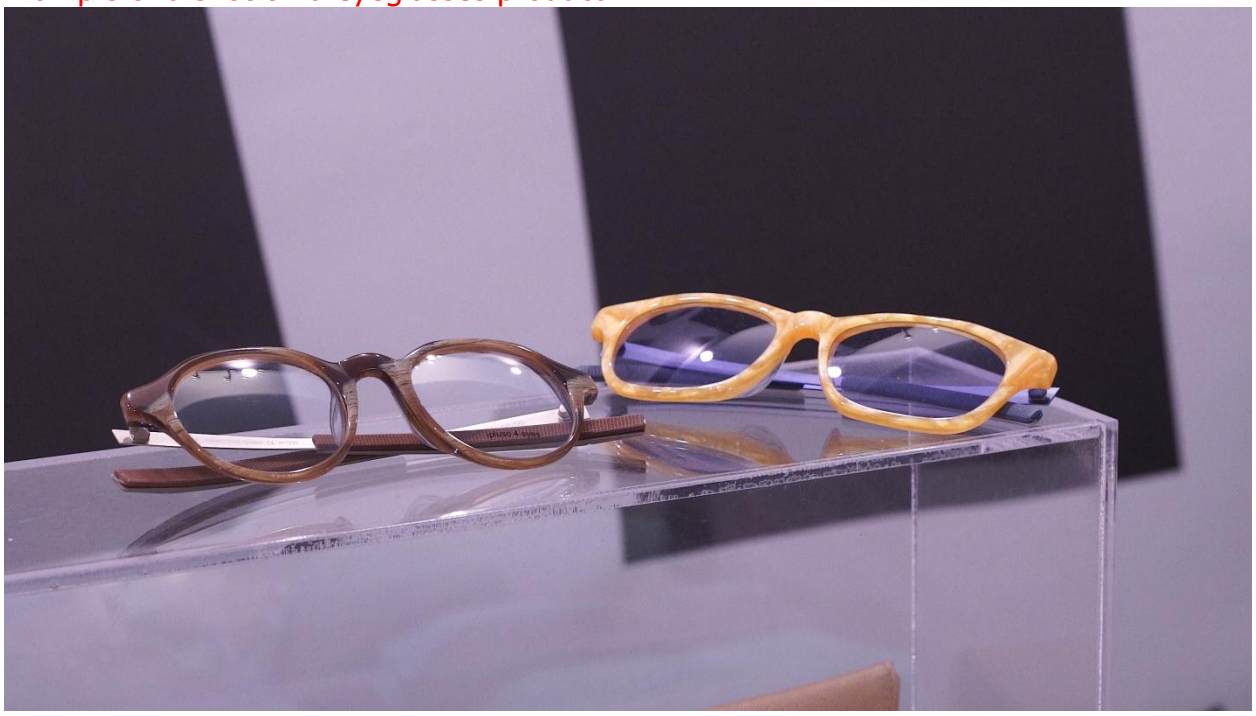
Example for a close-up shot of a model in a photo shoot session.



Example of a wide shot from a model being hair done on a backstage scene on a fashion show.



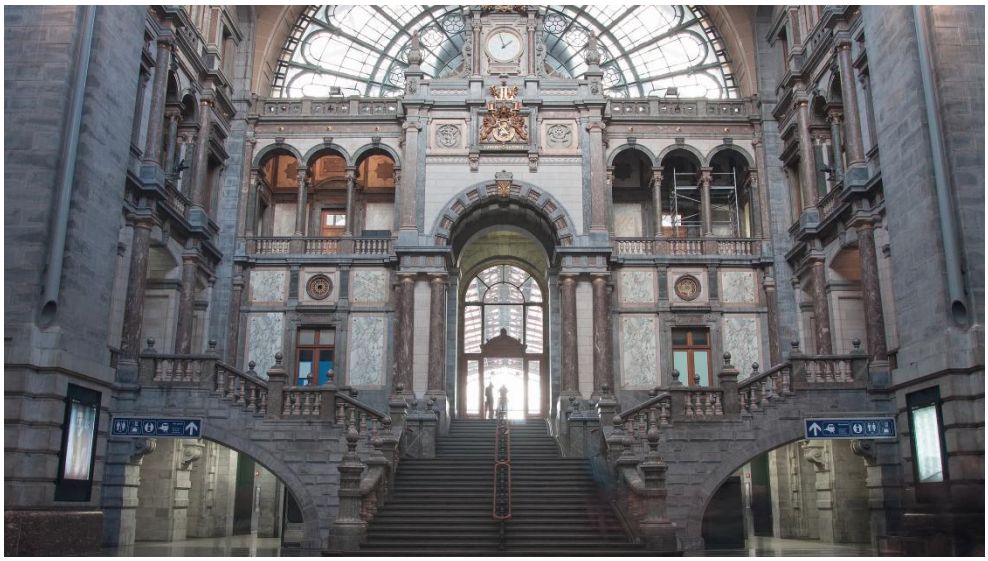
Example of a shot on a eyeglasses product.



3.) Using a timelapse is a great tool of creativity in adding the beauty of 4k.

Example shot in 4k:
https://www.youtube.com/watch?v=p9EqmwNGdII&feature=youtu.be

4.) Good choices of shots whether it's a subject, an establishing shot or a montage would matter if it's worth to be seen in a 4k TV. Always remember to observe proper rule of thirds when shooting.
Example of an establishing shot in a train station in Antwerp



Example of a shot of the signage during Sao Paolo Fashion Week.



5.) Avoid shooting in a poor lighted environment. If it is given, it is necessary to accompany a good lighting equipment to add better lighting in shooting.

Example of a spotlight used during the interview in a dark room in a photoshoot.



Example of wide light equipment in a backstage interview on the runway.



6.) Always present a story in the clip when editing and not just mere cutting and for your eyes only.

Example: https://www.youtube.com/watch?v=ubW2LY5UMjk

7.) Do not upscale media from HD to UHD 4k materials. It will just pixelate the quality images.

8.) Choosing a good position on the runway is necessary. The closer to the center of the front shot, the better. Avoid shooting the runway where obstructions are included like heads, cameras and other unnecessary objects.

- If your crew does not have permission or the access to get the center position, look for an angle where you can get the details of the models and designs well. **ALWAYS** shot the whole design and **DO NOT** focus only the faces of the models since they are not the main subject of the show. The focus here are the designs from our precious designers.
- Camera panning is crucial when filming runways. **ALWAYS** start your shot from bottom to up not the other way around. You need to have the face to be seen at the last frame rather than seeing the foot. **DO NOT** shoot the model in half-body or incomplete body shot. Viewers cannot appreciate the entire look of the design/collection.
- Wide shots are also needed when shooting on runways. This needs to be accompanied with correct camera panning.

9.) Choose your shots or subjects that are appropriate to general audiences. Any explicit content will not be accepted.

10.) End the clip with a better impact to close out the story.

From the list above, here are the elements that needs to be done from our current segment.

AGENCIES. Follows a day in the life of a "booker", working in one of the world's high profile modeling agencies. Interact with them throughout their average day of work in the glamorousmodeling world set on location in a top fashion capital of the world.

- Real scenarios inside the model agency is needed. The actual auditioning for the aspiring models, the life as a booker and interviews from the people behind the success of the agency.

- Closeup shots for the models, including their portfolios.



- Add behind the scenes pictorials for test shoots.

- A quick history about their agency, their goals and dreams.

MODELS. From Agency goes to the bread and butter are the models. They are representation of their designs, the faces of the brands and the ambassadors in fashion.

- Focus more about a specific model. Dig about his/her personalities, their interests, and an overview of his/her personal life and their life as a fashion model.



- You can accompany them on their daily activity whether it can be on the runway or a photoshoot to give the viewers an inside look.
  Example: https://www.youtube.com/watch?v=IJ3GrR2gKLw
- Biography about the model(s).
- Add their portfolios, their most notable work and major campaign ads.
- Display their best and memorable pictures as a model like magazine covers or magazine feature.

PHOTOGRAPHERS.

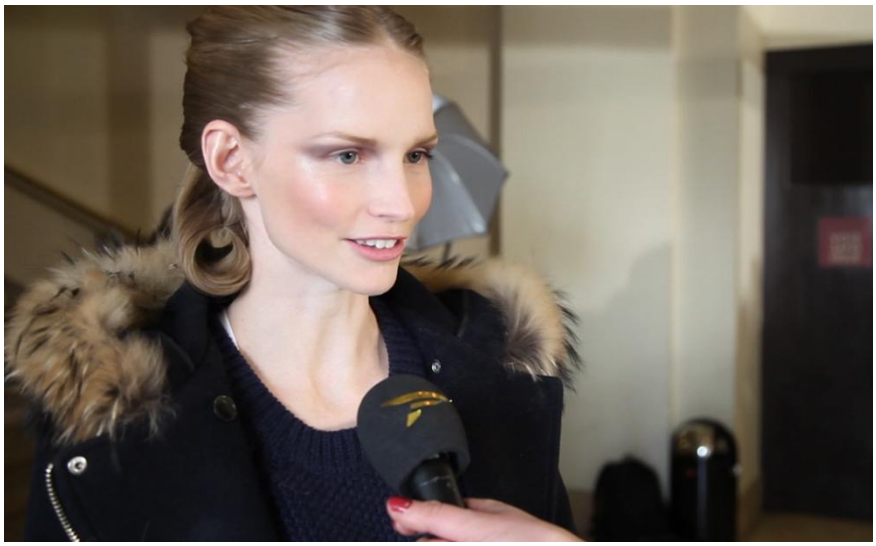
- "Photographers", is a glamorous BTS (behind the scenes) look into the wondrous and high profile world of fashion and photography.
- It's about photographers BUT the main focus should be the model. Approximately 80:20 - where 80% focuses on the model and 20% focuses on the photographer.
- We want to see the point of view of the photographer, which is the model.
- Clip should include lots of establishing shots, interiors and exteriors of the environment in where the shoot is taking place including signage or landmarks. Also, the clip should include the shoot set up, arrival of the photographer, models and crew.
- Include shots of model in make-up and styling.
- Photographer setting up, briefing the model, crew, etc.

- Shoot plenty of establishing shots throughout the photoshoot.
- Include over the shoulder (of photographer) shots, tilt up to reveal model posing. Always shoot from photographer to model and not the other way around.
- Make sure to add a photo that is shot in 4K. All photos must stay on screen for at least 4 seconds.
- When showcasing the photos of the model, put additional background effects. There should black or solid color in the background. Do not put too much effects so as to prevent distracting the viewers from the main subject.

FROM THE RUNWAY. Covering fashion weeks from all over the world, "From The Runway" should illustrate the highlights of the fashion show. A host (preferably fashion editor or blogger) is required.

- the flow format for the clip should be from the outside to inside of the runway show. This means that it is required to have establishing shots for the location and its audience coming in to attend the fashion show.
- Red carpets and arrivals from the famous and known fashion elites and personalities are highly encouraged.
- Behind the scenes, makeup and preparations of the models, crews and designers before the show. Interviews are really necessary to add more interest on the story for the editing. Good selection for the interviewees is a must to bring color on the backstage. It will also give the viewers an educational value about makeup and hairstyle.

- Interviews (exclusive, ambush or setup) can be of the following: Models, Designers, Hair/Makeup artists and people who watch the shows to know about their opinions of the collection.



- Before the start of the show, you can take a quick shot of the audiences in the front row who are excited to see the show. Focus the camera the high profiled guests (if any are present) or to any good looking audience.
- Choosing a good position on the runway is necessary. The closer to the center of the front shot, the better. Avoid shooting the runway where obstructions are included like heads, cameras and other unnecessary objects.
- If your crew does not have permission or the access to get the center position, look for an angle where you can get the details of the models and designs well. **ALWAYS** shot the whole design and **DO NOT** focus only the faces of the models since they are not the main subject of the show. The focus here are the designs from our precious designers.
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- Wide shots are also needed when shooting on runways. This needs to be accompanied with correct camera panning as mentioned on the previous notes above.

INVITATION ONLY.

- We are looking for content that are exclusive, elegant and fashionable.
- Store openings, collection launch, preview shows, presentations are related on this segment.
- Whenever there is an event that has poor lighting, please make sure to always bring a adequate light equipment to support the shot.
- Interviews from the important guest and people involved in the event is a MUST. Any event without an interview will not be accepted unless the event requires no interviews at all.
- Verbal promotion on their company or product is acceptable for as long as it does not have any imprinted text that is seen in the video.
- Any promotional materials needed to support the event is considered for as long the owner shall give the full rights to air the content.
- Choose your shots or subjects that are appropriate to general audiences. Any explicit content will not be accepted.

ONE TO WATCH.

- Featuring individual models, photographers, designers, stylist, makeup artist, fashion editors that are emerging in their field. They can be lessen known but someone that is starting to set noticed in the fashion industry.
- Footage of production design process if allowed to. Still shots of past works , footage or products should be included if relevant.
- Any promotional materials needed to support the event is considered for as long the owner shall give the full rights to air the content.
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BEAUTY FIX.

- Applies to "Beauty Related" topics including Hair & Make Up / Skin Care / Health. The video should not focus on beauty products but the trendy way to enhance one's beauty in different ways such as 5-star spas or makeover. A model would be preferred to be the presenter in the video, OR someone famous within the health & beauty industry.
- Focus on the application of the beauty products to the person. Present how it is done.
- Adding tips and ways how to enhance beauty is a MUST.
- It is required to have a finished look to represent beauty.
- You may feature any unique and unconventional beauty regimens.

STREET STYLE.

- Choose a good subject in interviewing. Preferably those people who have high interest and good taste in fashion.
- The host should be fashionable and can handle him/herself really well. This is will be subject to high scrutiny by the control team. This is needed in order to maintain the prestige of the channel.
- Look for a host that knows how to interact and communicate with random people and letting the people be confident and relaxed during an interview.
- Take close-up shots on their apparel and accessories.
- Make sure that the subject's apparel and accessories are presentable not dirty or tattered unless it's part of their style.

FASHION EXPOSED.

- Clip should have stimulating content.
- Exposes the sexy side of fashion.

- There should be in-depth interviews with the photographers about the concept and with the models about the clothes / make-up / challenges of the shoot, etc
- Covering sexy content including Photoshoots / Lingerie / Swimwear and behind the scenes.

WHAT'S "HAUTE"?

- Latest trends and collections needed to be featured on this segment.
- Shows the luxuries and treasures in fashion.

PASSPORT TO FASHION

- A model is preferred to travel in different locations that are very keen in fashion.
- Focuses on the different fashion stores and hotspots to shop.
- Features different fashion cultures and styles from all over the places in the world.
- Unique and exotic way of living in relation to fashion needs to be present on the clip.