

SHOOT PORTRAIT. 9:16 ONLY.

**HOLD THE PHONE
UPRIGHT.**



9:16 PORTRAIT

NOT LANDSCAPE.

**These ads will mainly be watched on
phones.**

In Blackmagic: enable **Vertical Video**.
Record 10 seconds. Play it back.
Confirm the saved clip is tall: **9:16**.

Tap. Set. Test.

4K
RESOLUTION

25
FPS

1/50
SECOND

180° shutter. 1x rear lens. Rec.709.
Low practical ISO. Lock white balance,
exposure and stationary-subject focus.

ALL FRAMES ARE 9:16 PORTRAIT

PORTRAIT RULE	FRAMING
QUESTIONS 1-3	QUESTIONS 4-5
B-ROLL	LIGHT
SHUTTER + ND	SOUND
LANGI SCRIPT	WRAP

Before the first take: **record, replay and listen.**

Frame it tall.



01 EYE HEIGHT

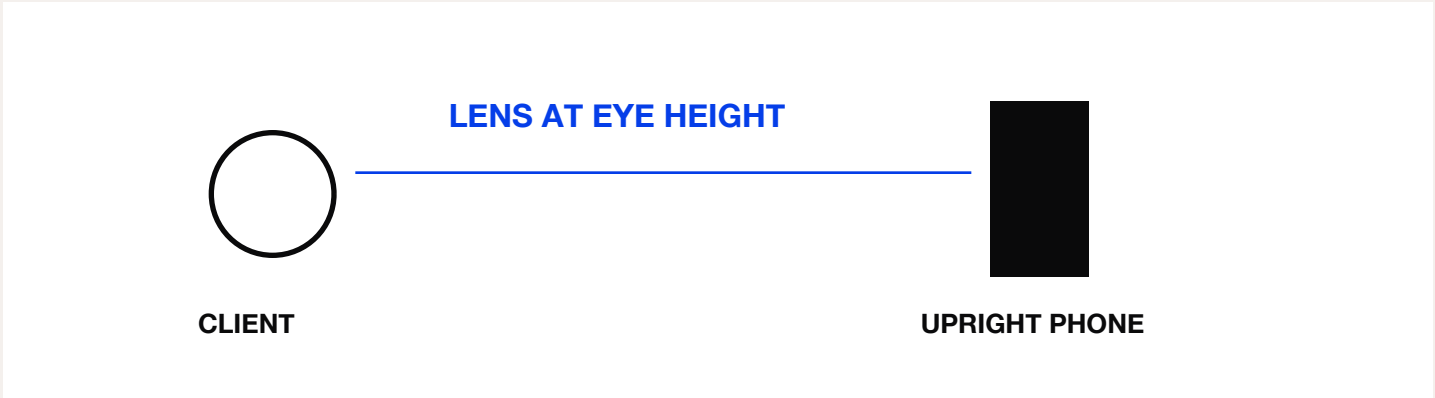
Phone lens level with the client's eyes.

02 NEAR THE LENS

Langi stands just beside it. Client looks to Langi.

03 ROOM TO BREATHE

Mid-chest portrait. Keep head and hands clear.



Light reference only. Turn the client more toward the camera; Langi's own ad lines go to the lens.

Their own words.



1 THE NEED

Before working with Acend, what did your website need to do better?



2 THE DECISION

Why was now the right time, and what mattered when choosing someone?



3 THE WORK

What did Acend create or change, and which part is most useful?

Ask one part at a time. Pause.
Then: "Can you show me an example?"

Experience. Then the difference.



4 THE EXPERIENCE

What was it like working with Acend, from the first conversation to the finished website?



5 THE DIFFERENCE

What difference, if any, has it made? What would you tell another business considering Acend?

Do not script praise. Let the full answer finish.
Ask for a shorter version. Verify any sales or lead claim.

More coverage.
Same tall frame.



9:16 PORTRAIT



9:16 PORTRAIT



9:16 PORTRAIT

CONTEXT

Where are we?

ACTION

What happens?

DETAIL

What matters?

Film all three sizes for the **same real action**.
Every shot stays **portrait 9:16**.

Hold 8-12 seconds. Keep 2 seconds at each end.
One gentle move, or stay still. No digital zooming.

Quiet. Soft. Deep.



9:16 PORTRAIT



9:16 PORTRAIT



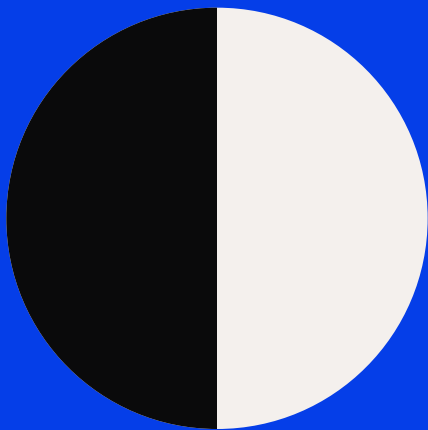
9:16 PORTRAIT

Choose a **quiet** place before a pretty one.
Face the client into soft light or open shade.
Leave 2-4 metres behind them where possible.

PORTRAIT BACKGROUND CHECK
No poles from heads. No bright distractions.
Noisy work belongs in separate portrait B-roll.

Aesthetic references - film your own people and business.

Keep motion natural.



180°

Half the frame interval
exposes to light.

25 fps

1/50 second

PORTRAIT INTERVIEWS

50 fps

1/100 second

PORTRAIT SILENT B-ROLL

ND reduces light. It lets you keep 1/50 outdoors.

Fixed aperture: the 1x lens is f/1.78.

ND does not create background blur.

Use low practical ISO without underexposing the face.

50 fps can slow to half speed in a 25 fps edit.

Use 50 Hz flicker setting. Test LEDs and screens.

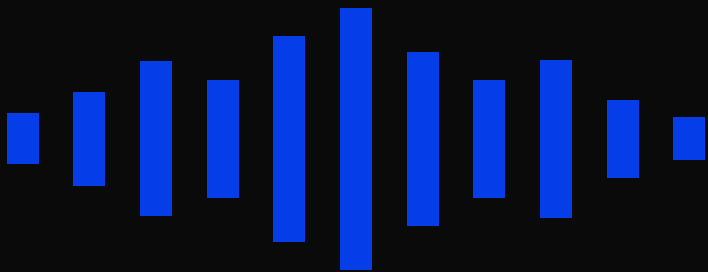
Remove ND indoors; change shutter if flicker requires it.

Hear every word.



VOICE PEAKS

-12 dBFS



Louder words
below -6 dBFS.
Never 0 / red.

Close mic. Around 15-20 cm below the mouth.
No rubbing. Check clothes, hair and jewellery.
Wind protection. Shelter first, then a windscreen.

RECORD. PLAY BACK. LISTEN.
Confirm the saved picture is portrait too.

Look into the lens.

01 / PROBLEM

Has your business outgrown its website?

02 / RELEVANCE

**Your services and work may have moved on.
Your website should show that.**

03 / OFFER

Acend's Full Site brings your services, project gallery and contact details together, from two thousand four hundred and ninety dollars, plus GST.

04 / NEXT STEP

Tell us about your website. We'll review your brief and, if it's a fit, invite you to a call.

RECORD EVERY TAKE IN 9:16 PORTRAIT

Leave with the edit.

☐ **Portrait 9:16 confirmed**

Check the saved clips, not just the phone position.

☐ **A clean client quote**

Full answer plus one concise repeat.

☐ **Portrait work footage**

Context, action and detail. Clean screen capture.

☐ **Good sound and permission**

Listen back. Confirm paid-ad use and names.

☐ **Two checked copies**

Keep originals. Play copied video and audio.

RESCUE Bright? Add ND or find shade.
Dark? Remove ND, use 1x, add light.
Wind, flicker or focus trouble? Stop, fix, retest.
Heat/storage trouble? Pause. Keep the only copy.

The look. Your real shoot.

Every photo example is shown as **9:16 portrait**.
These are framing and lighting references.
They are not Acend clients or endorsements.

UNSPLASH / ORIGINAL PHOTO SOURCES

Laurenz Kleinheider	VIEW PHOTO
Oksana Demenko	VIEW PHOTO
Long Chung	VIEW PHOTO
Vitaly Gariev	VIEW PHOTO
Tuan Nguyen	VIEW PHOTO
Kevin Martin Jose	VIEW PHOTO

[ShotDeck: cinematographer lookbook reference](#)
Linked source only. No film stills embedded for public sharing.

Camera facts: [Apple](#) / [Blackmagic](#).
Settings are starting points. Test the actual app, mic and ND.
Log only with a tested editor workflow; no universal low ISO.