

SCREEN ORIENTATION TIPS (Landscape vs Vertical)

Some contests require that participants pay attention to screen orientation and submit an entry in a particular format. The two screen orientations are Landscape and Vertical. While image resolution continues to evolve, the aspect ratio for film and television has mostly remained in landscape view... but that's not necessarily true these days with new media, intended for mobile devices.

LANDSCAPE

This is the traditional screen orientation for film and television, evolving from a 4x3 (SD) aspect ratio to 16x9 (HD). All traditional camcorders and news cameras record images in a landscape ratio unless otherwise changed in the settings. Landscape video can easily be changed into Vertical video by using editing software. This may require you to crop your images manually in your timeline, or make use of features in your editing software that are capable of converting landscape video to vertical.

VERTICAL

This screen orientation has become more prominent lately since a lot of media consumers are using their smartphones for viewing content on social media platforms. Traditionally a smartphone is held in your hand, vertically, and most people scroll and view content from this vertical position. So content creators have begun shooting and editing in vertical fashion so that the image "fits better" on a hand-held device. This requires that a producer pay attention to vertical composition when recording images, and an editor prepare and export their timelines properly, optimizing them for vertical play on social media.

TIPS FOR PRODUCING VERTICAL VIDEO

- Phone editing apps make vertical editing simple, if not automatic. So using your phone, shooting in vertical orientation, could save you production time.
- When using camcorders and traditional cameras that shoot in landscape, make sure you compose images with vertical editing in mind so you don't spend too much time cropping and resizing during the editing process.
- Adobe Premiere Pro and Final Cut Pro BOTH have vertical timeline settings for editing. This should be setup before any editing takes place.
- Final Cut Pro can convert Landscape video to Vertical video AFTER an edit is complete by using the "Duplicate Project As" feature within your edit timeline, changing the video pull down menu to vertical, and then checking the box for "Smart Conform". YouTube Video: [How To Create Vertical Video In Final Cut Pro](#)
- Exporting video is mainly defined by resolution, bitrate and codec, so if your timeline is in the vertical format already (or you've converted it to one), just follow your normal export settings for a YouTube sized video at 1080p resolution