



*Welcome! Here's*

# 5 TIPS FOR CHOOSING A WEDDING VIDEOGRAPHER IN 2020

*By Silverpeak Films*



# HI, I'M FABIAN!

FROM: SILVERPEAK FILMS

Welcome!

If we haven't met yet, my name is Fabian Carranco, and I am a wedding filmmaker from Southern California with 5 years of experience working in the wedding industry. Our company is Silverpeak Films previously known as Cali Wedding Visuals and partnered with Mazelma Photography. We are fanatics for adventure, sunsets, and capturing the nature of love!

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## **Introduction**

Deciding on a wedding videographer can be overwhelming, and you don't want to make any regrets. Therefore, it's important to understand your preferences and some knowledge of the wedding videography business as the first objective on the agenda. This might seem obvious, but it's common for brides to be unsure in this field since most of them have never done this before. No need to panic, because I'm here to guide you in this process!

Let's get started!



# 1. CHOOSE A VIDEO STYLE

These are the general video styles which can be used for weddings, elopements, engagements, or proposals!

*Music video* - Music video style is typically short with music playing over your wedding video as the only audio.

*Cinematic storytelling* - The most heartwarming, meaningful, compelling style of the wedding videography business in 2020. We are personally known for this style and are very artistic in capturing not only the important moments, but making them creative and cinematic. This style gives you that Hollywood feel with smooth transitions, polishes, and narratives with vows and speeches.

*Documentary/Minimalist* - A home video style documenting the day exactly how it happens without staging, storytelling, or polished cinematics. Usually a good route for those on a budget, or those who would like a video showing the entire or most of the wedding.

## 2. CHOOSE FINAL EDIT TYPES

**Trailer/Teaser** - This is a short video that could be anywhere from 1-2 minutes, but typically 1 minute to fit on Instagram. Usually complemented with the highlight or feature film below.

**Highlight Film** - Ranges from 4 to 6 minutes that shows the best moments of your wedding day.

**Feature Film** - Typically 8-12 minutes long (can be more) making it the longest type of cinematic wedding films showing the full day and story allowing room more speeches, dances, and ceremony.

**Documentary Edit** - This is the longest form of wedding videos typically ranging from 20-60 minutes (can be more). Usually includes ceremony, speeches, and dances that are edited between cameras. Think of this style as a live edit. There are no cinematics. We offer this type of edit as an add-on for our Highlight Film or Feature Film. A great substitute for raw footage.

### **3. EVALUATE THEIR PORTFOLIO**

Go on their website and evaluate their films that suits the styles you've chosen. Many videographers offer cinematic styles, but not all of them can execute in ways that you'd like them to. This is because cinematic styles are the most challenging to accomplish. On the other hand, you have talented wedding videographers that will give you the quality you're looking for. So don't lose hope, and do your research!

### **4. LOOK AT REVIEWS**

Look at their reviews to help you feel more comfortable with your decision. Many photographers and videographers use client feedback as their reviews on social media. You can also find their reviews either on yelp, wedding wire, or the knot.

## 5. PAY ATTENTION TO TECHNICAL DETAILS

**Do they offer drone footage?** - Get aerial footage of your wedding day. Great idea for adventurous locations! Very popular especially in 2020. You may need permission, if you'd like to use it at your venue. Ask if they have a drone license.

**Can they shoot in 4k?** - In order to watch 4k, you need to make sure your videographer can provide this quality, and you must have a tv or monitor with 4k capability

**How is audio going to be captured?** - To tell a good story, audio is extremely important. Make sure your ceremony and speeches can be recorded, if it matters to you.

**Raw footage** - (do you need it?) Unedited footage. I don't recommend raw footage, because it's usually unwatchable unless used to keep in the archives.

**Do they have insurance?** - You don't want to be liable for any injuries or equipment that is damaged at your wedding. Sometimes wedding videographers will state that you are responsible in their contract, so make sure they have their own insurance.





THERE'S MORE!



## **BONUS TIP!**

Making sure that you and your videographer connect is super important for the final result especially when capturing those candid moments. The same applies for wedding photography. For our style, we don't want to fake your emotions, but instead bring out the best experience for our couples. As a result, your smiles become more authentic! Add some adventure, sunsets, champagne, and we have ourselves a party! haha!



# LET'S GET PERSONAL!

For a limited time, schedule a  
free consultation!

- Understand your likes / dislikes
- Ask wedding / elopement questions
- Get ideas about locations / adventures
- Find out more about our services

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## “Why invest in a wedding videographer?”

Let's face it, wedding photography is more common than wedding videography, but there's a common misconception: If you have a photographer, then a videographer isn't necessary since you already have someone capturing your wedding day. Wedding photographers capture only part of your day when there is much more happening!

Not only do you capture more of the raw emotions, but wedding videography allows you to relive the feelings and moments of your special day in ways that does not exist in photography. Both of them work in unison where you and your loved one are the center of a story that is true, beautiful, and yours to keep.

You are getting a full experience that will last a lifetime, so for a limited time, I'm giving away free consultations to assess what is the perfect fit for you and address all of your questions about wedding videography! If that sounds good to you, click the button below!

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