

REAL ESTATE **MARKETING**

LUKE SOANES

Media

PHOTOGRAPHY **AND FILM**

ABOUT

24 Years Experience in Production, Content & Marketing

First Video job was in 2000 at 16yrs old

10 Years Real Estate / Architecture Video Production

Results driven Marketing content for Clients around Australia

15 Years Music Video Production

Producing a wide range of music videos for notable artists around the globe.

CLIENTS



COURSE PURPOSE

In this course, I'm inviting you to join me on a journey to elevate the standards of real estate videography. While YouTube is a great resource, I've found that personalized guidance from experienced professionals significantly accelerated my own learning and skill development, and I want to offer you the same opportunity. My mission is to empower creatives like you to produce exceptional work that not only meets but exceeds industry expectations. We'll dive deep into mastering essential techniques, from optimizing camera settings and dynamic range to capturing stunning footage in challenging lighting conditions. I'll guide you through advanced editing and color grading processes, ensuring your videos are visually captivating and technically flawless. Together, we'll explore specialized techniques for drone footage, exposure balancing, and cinematic styling, all while streamlining your workflow to maximize efficiency. If you're serious about stepping up your game, I'd love to have you join one of these sessions. Trust me, the insights and tips you'll walk away with will more than pay off in the quality of your future projects. Let's work together to raise the bar and make a lasting impact on the world of real estate videography.

Regards

Luke Soanes

SHOOTING / CAPTURE

Ensuring footage is captured correctly to maximise image quality / dynamic range

General Camera settings

Settings for various uncontrolled lighting

Settings to optimise for color grading

Optimising Dynamic Range

Shooting Twilight/optimal settings

Exploring a range of Raw footage and understanding exposures

Ideal Drone exposures/settings to maximise Dynamic Range

Ideal Audio Capture Settings

EDITING / COLOR GRADE

Extensive Advanced techniques in Davinci Resolve

Basic project setup fundamentals

Brief editing techniques to speed up workflow

Optimising Pc Settings for best performance

Balance exposure for internals

Balance exposure for verandahs/patios

Balancing Exposure Externals (Hash shadows/highlights on building)

Window exposure adjustments (Advanced)

Window exposure adjustments (Quick Fix)

Composition corrections

3 point perspective corrections

Color separation

Balancing Color Temperature

Correction of color shifts

Advanced noise reduction

Stylizing final color

Masking fundamentals

Advanced masking

Item removal

Reflection removal

Sky replacement

Bad Weather Conversions

Grass repair

Aberration removal

Advanced Sharpening

Advanced Film Looks

Working with Drone Footage (Specific techniques tailored to aerials)

Blemish removal/Face retouching agent heads

Masking agent against bright backgrounds

Enhancing details in Finishes (Wood, Marble etc)

Creating Various power grade presets

Optimising power grades to speed up workflow

Enhancing Twilight Footage

EXPORTING / FILE FORMATS

Workflow for exporting various file formats

Optimising Resolution

How to retain image detail once uploaded to Social Media

Workflow for delivering Various Aspect Ratios

Compression Settings / Ideal File formats

AUDIO / MIXING

Workflow for mixing Dialogue & Soundtracks

A brief introduction to Audio Plugins

Recommended Audio Plugins

Undertsanding an Audio Mix Chain

Compression Settings

DOWNLOADS INCLUDED

Additional Takeaways/Downloads

10 x Exclusive Davinci Resolve Power Grade Presets (Including all the techniques from the training)

Exclusive Rec709 Conversion Lut (For Select Cameras)

Raw Test Footage to Explore (Arri LF, Red Montsro 8k, Bmpcck4k, Canon C300, DJI Inspire 2 X7)

Audio Plugin Presets for Mixing Dialogue

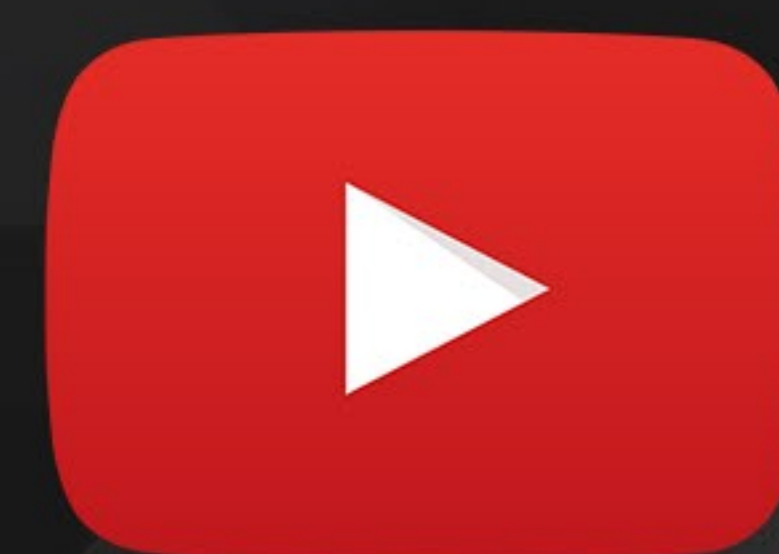
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