

Cut Short Film Costs with Royalty Free HD Footage

Now that video cameras are readily available, everyone can become a movie star or director. Most cell phones even have video recorders built right in. Those are great for capturing short, spur of the moment scenes, but if you decide to get a little more serious you might need some help to complete a longer running film. One thing that can drastically reduce the cost and time it takes to produce your film is royalty free HD footage supplied by an online film library.

It takes a lot of time to produce a complete film sequence even if it is only a short one. Getting enough footage for a complete film may take weeks, months, or even years to compile. By using royalty free HD footage to supplement the scenes you shoot yourself, the time to complete your film can be drastically reduced. The stock footage is readily available, and it only has to be inserted into the film in order to give your film depth and help explain your vision. Since the footage has already been recorded and polished you spend a lot less time editing video.

Another way royalty free HD footage is useful is that it reduces the cost of producing a short film. Stock footage eliminates the need for costly camera equipment and accessories and other production equipment. You also don't have to pay production staff to help you shoot the video. You don't incur costly travel and lodging expenses either since the footage is readily available without having to travel to a specific location to shoot your film.

The effort to produce your short film is also greatly diminished by using royalty free HD footage. You only have to shoot a few pivotal scenes of your own and then you can add stock footage to help round out the message of the film. For example, if your film takes place in the city you could include footage of buildings and people and then transition to a scene involving your main characters. The stock footage can help you setup your shot and make it more robust and clear in the minds of your viewers.

Probably one of the best cases for using royalty free HD footage is the wow factor of how it looks. Since it is shot in HD and has already been edited it will lend credibility and quality to your short film. For example, a business presentation that includes stock footage can look like it was produced in a Hollywood film studio and will give it that professional look to help you beat out the competition. Just think how much more impressive a short film would be than a 2 dimensional PowerPoint presentation.

Royalty free HD footage is perfect for supplementing video footage for your short film. Since the stock video footage is in high definition, the quality of the film will be much higher. The current market for short films is ever growing thanks to dedicated websites such as YouTube. By using stock footage, the cost, time, and effort involved in producing your short film can be drastically reduced.

About the Author

Scott Duglase is a busy sales and marketing associate for a small sports marketing company. He creates short films for work using [HD video stock footage](#) from online film libraries like Thought Equity Motion. This drastically reduces the cost of production. [HD clips](#) supplement his films and give him the professional touch needed to win customers in the competitive field of sports marketing.

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