

SOUTH AUSTRALIAN
TOURISM COMMISSION

FILM SIGNATURE STYLE



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SOUTH AUSTRALIA IS A CURIOUS PLACE...

We're immersive, boutique, vibrant
and adventurous.

It only makes sense that any films
we create reflect this. We're not
your typical holiday destination,
so the way we communicate
shouldn't be typical either.

We inspire curiosity by enticing
viewers to dig beneath the surface
and discover our internationally-
acclaimed food and drink, jaw
dropping landscapes, abundant
wildlife, vibrant city life and iconic
coastal culture.



Above

Rapid Bay, Fleurieu Peninsula

SATC FILM STYLE

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CURIOUS

Curiosity is the 'north star' for us at the SATC. So, when we set out to create films we should always be asking ourselves, "what makes it curious?". Is it a unique product only found in SA? Is it the curious angle we're shooting from? Is it a curious story?

CINEMATIC

For our purposes, the definition of 'cinematic' is 'shot with purpose'. Meaning everything from composition, to framing, lighting and camera moves are considered. For example: Is the sunrise going to make the reds of the outback look amazing? Or, is the best way to shoot the Umpherston Sinkhole to send a drone through the middle, showing the transition from leafy wonderland to expansive landscape?

GENUINE

Our footage should contain some sense of reality. We're not creating product shots for a catalogue – we're capturing moments. So if we're shooting food, maybe one of the napkins is askew. Or, if we have talent talking to camera, this should feel relaxed and real – it's more important to get a good performance than it is to be a slave to a script.

DYNAMIC

We are inquisitive, always exploring, and maintaining interest. For example: we would never just use a static shot of a winemaker as they talk about their history. A more dynamic way to approach this example is to follow the winemaker about their day as we hear them talk about the unique way they make wine which is unlike any other place in the world.

ELEMENTS OF OUR
SIGNATURE FILM STYLE

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In order to create films which are curious, cinematic, dynamic and genuine, here are some elements to consider:

TECHNIQUE

Suggestions on how to dial-up our style through our cinematography

PEOPLE

The importance of casting genuine characters (actors or real)

STYLE

Suggestions on creating genuine moments in front of the lens

SOUND

Immersing the audience in the natural sounds of South Australia



Curiosity can be beautifully articulated through cinematography.

Consider integrating things like:

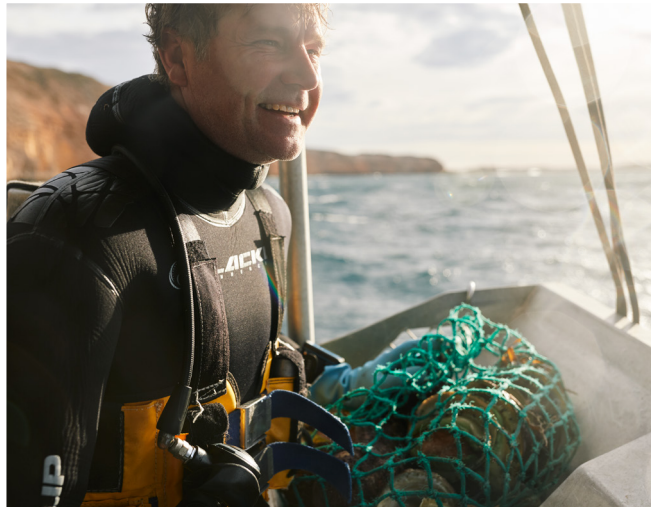
- Time of day (golden hour am/pm)
- Super wide angles
- Curious angles (low, drone, angular horizons)
- Above & below ground shots



We're about more than influencers.
Because regular, curious people
travel too.

We choose:

- Characters over models
- Curious people
- Memorable faces
- Friendly souls
- People who represent the diverse
nature of Australia



When it comes to styling, it's important that we're genuine and real. It should feel voyeuristic, rather than hyper-stylised or too perfect.

For example:

- Genuine food moments could be mid-meal laughter, sumptuous camembert piled onto a rustic cracker, or a fork scraping the very last morsel off a plate.
- Genuine wardrobe is real wardrobe. Cast should look comfortable. This doesn't mean drab. They're dressed for the occasion/ scenario. It's not a fashion shoot.
- When it comes to propping, again, we're looking for genuine. Nothing box-fresh. Fishing rods should feel like they've seen a few Saturdays out on the water and boots should have seen some mud.



Sound should be immersive. Therefore, where possible, we will use sound effects (crashing waves, a sizzling pan, the plug of wine, etc) as a key element of our sound design.

Music will be used on a case-by-case basis, with SA artists always prioritised.



BRIEF & TREATMENT

BRIEF & TREATMENT

The key things your director or cinematographer need to know:

WHAT?

What are we shooting? Is it a specific product, a whole region, or a person with an interesting back story?

WHY?

Why are we shooting the above? What makes it curious? And why should people try it/book it/see it for themselves? What should we be highlighting or looking out for?

HOW LONG?

People are busy, so let's respect this. Films should be as clear and concise as possible. Footage is more than filler material; all scenes should add to the point being made.

HOW?

How will the director and/or cinematographer utilise the guidelines outlined in this document in order to solve the brief? Will their solution stand out within the tourism category?



Above

Arkaroola Wilderness Sanctuary, Flinders Ranges & Outback

FILM TOOLKIT

SUPERS OVER FOOTAGE

ASPECT RATIO: 16:9

1920 x 1080px

1/2

HEADLINE (INTRO BLACK)

Maximum 5 words per
line and 15 words in total.
In this format all supers
should fit on 2 lines.

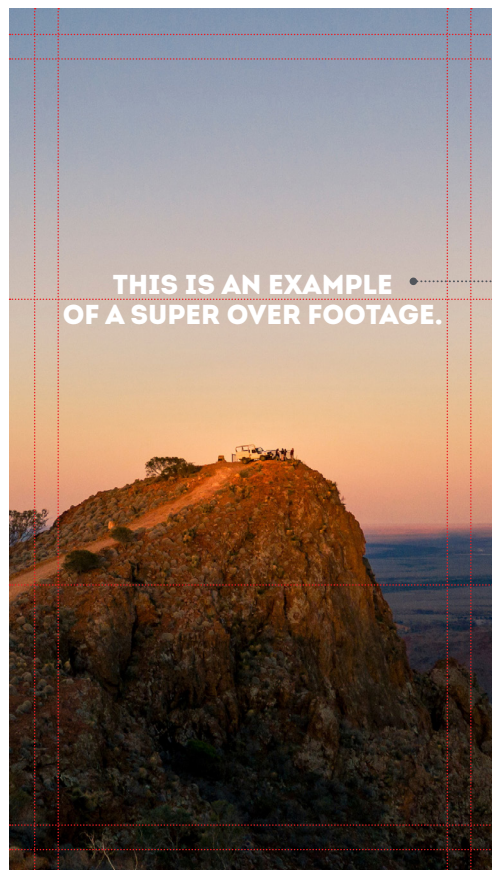
2/2

THIS IS AN EXAMPLE
OF A SUPER OVER FOOTAGE.

SUPERS OVER FOOTAGE

ASPECT RATIO: 9:16

1080 x 1920px



1/3

THIS IS AN EXAMPLE
OF A SUPER OVER FOOTAGE.

2/3

HEADLINE (INTRO BLACK)

Maximum 5 words per line and 15 words in total. In this format it is acceptable to run supers over 3 lines.

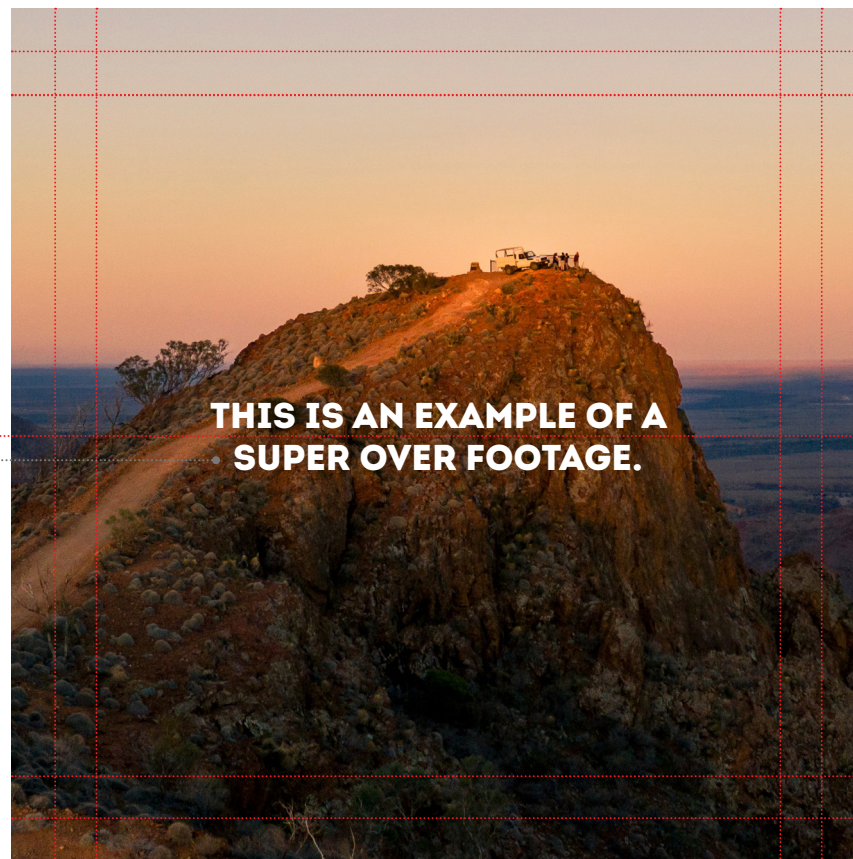
HEADLINE (INTRO BLACK)

Maximum 7 words per line and 15 words in total. In this format it is acceptable to run supers over 3 lines.

3/3

ASPECT RATIO: 1:1

1080 x 1080px



1/2

THIS IS AN EXAMPLE OF A
SUPER OVER FOOTAGE.

2/2

IDENTIFIER SUPERS

MUSIC

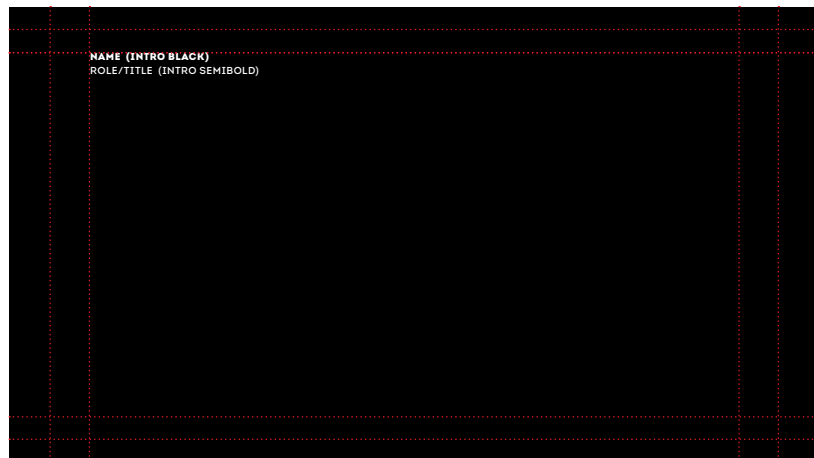


LOCATION



Note: Icons are only to be featured in video supers, not other executions (eg. Digital display).
Icon sits on line 2, left of text lock-up.

OPERATOR



END FRAMES

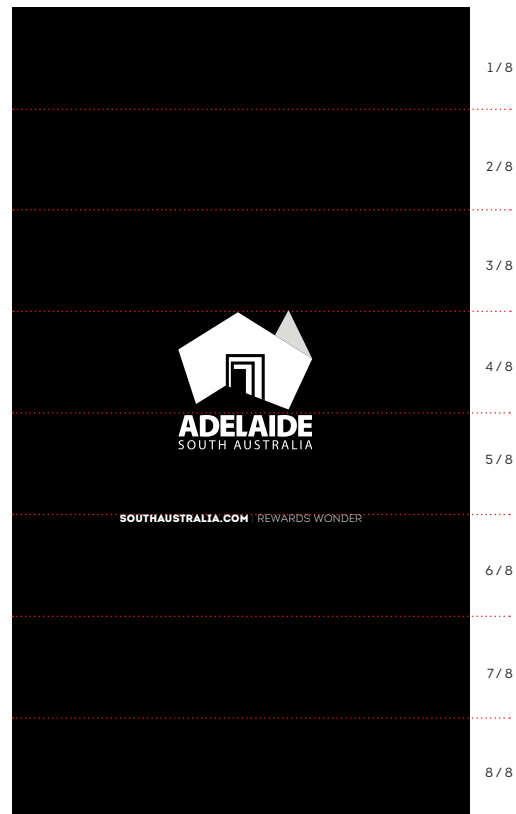
ASPECT RATIO: 16:9

1920 x 1080px



ASPECT RATIO: 9:16

1080 x 1920px



ASPECT RATIO: 1:1

1080 x 1080px



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