**What Type Of Lighting Can Be Used To Shoot Stock Footage Videos?**

Shooting stock footage video may seem simple to anyone; it is actually not. Because while selling 4k stock videos online on a platform may seem like an easy income, it requires a lot of professional talent to ease up the income flow. The reason is simple; the people using 4k stock videos from platforms like Shutterstock and Knot9 are big brands and moviemakers who make high-quality films. While one of the requirements of finding the right clip, of course, is the story, the other is the quality of the shot.

Although the enhancement of the picture quality seems to be in control of the camera, it is not entirely. The lights and the location play an equally important role. Video lighting techniques are something that even the professionals take time to expertise, which is the very reason why big filming teams have separate people for lighting and camera. However, there is no need to worry if you are an amateur trying your hands in the trend of creating video content. We have got you covered with the necessary video light tips to make ‘creating professional 4k stock videos’ easy.

**Video Lighting Techniques That All Videographers Must Know**

1. **Key**

The primary source of light and the strongest is considered as the key light. It can be a natural source, or a light can be set up as the key. And while it seems that the main light must fall on the face, it can actually be used in an angle for the desired effect.

1. **Fill**

The fill lighting is used alongside the key lights to remove all the shadows softly and create drama on the subject. The fill lights have a lower strength than the key light.

1. **Side**

Sidelights are used to accentuate the subject and get contoured effects. The light source is placed parallelly next to the subject and are mostly higher in strength than the fill lights.

1. **Back**

Backlights are used to create a three-dimensional image of the subject. It highlights the subject’s hair and shoulder to differentiate it from the background and point out the silhouette.

1. **Hard**

Hard lights are strong or rather a powerful source of lights that create equally strong shadows. Mostly unwanted, the lighting is perfect for a contoured and dramatic cinematic look.

1. **Soft**

Soft lighting isn’t actually a lighting direction but rather a result created by different sources of lights. It refers to evenly lit subjects with very light shadows.

1. **Bounce**

Bouncing is a technique used for creating a softer and an evenly spread out light. It is produced by using reflected lights on the subjects.

1. **Practical**

Practical lighting is an alternative to natural lighting in a home setting. The desired effect uses the various light sources available in a house like lamps, TV, etc.

1. **Ambient**

Ambient lighting is what is also known as general lighting in a setup that involves using many sources of soft lights or natural lighting.

1. **Motivated**

Motivated lighting is one of the video lighting techniques that involve imitating natural lighting using artificial sources. It could be to create a moonlight effect or even cast a street light effect for a desired drama on the subject.

**Video Light Tips**

1. Don’t place the **key light** next to the camera at the same angle as the camera. It would create flat images.
2. Use the **fill light** on a reflector or place it farther away from the subject to create soft even lighting.
3. If **Sidelights** are used with fill lights, then distant the fill lights farther to reduce its intensity to a further extent.
4. **Backlights** should not reflect on the camera, and neither should make the back too highlighted. The right balance requires diffusing the light for the perfect effect.
5. Sunlight can be a good source of **hard lighting**. The absence of fill lights can also create hard light effects.
6. Yellow lights with low intensity or ring lights can be used to create the **soft lighting** easily indoors.
7. **Bounce lighting** can be achieved by reflecting the source light off a wall or a light-colored surface.
8. Multiple light sources in **practical lighting** can help create a soft light effect on the subject with the ideal indoor mood.
9. One of the most important video light tips involve using natural lighting in a day time. In case the sunlight casts hard lighting, use reflectors to create the best **ambient lighting**.
10. The color and the strength of light are essential elements of **motivated lighting**. For example, moonlight requires white, extremely soft, evenly spread light, which requires bouncing off white lights for the effect.

The library of 4k stock videos on Knot9 is a perfect place to explore the different video lighting techniques used by professionals for shooting stock footage videos.