

**Let's Talk**

# **ASPECT RATIOS**

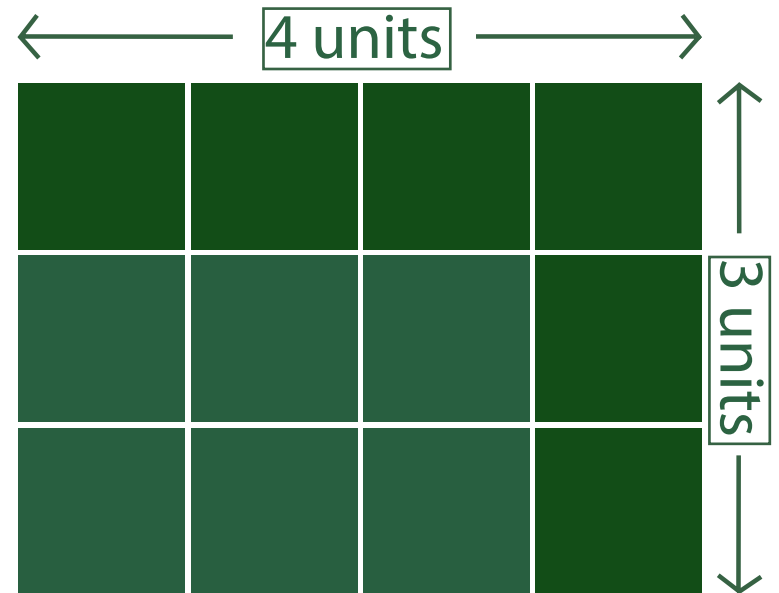
# ***What are aspect ratios for videos?***



## The aspect ratio of a video:

is a value that describes the **relative shape of a video** based on its **width** and **height**. It's usually written as "X:Y" and read as "X by Y."

Neither values of the aspect ratio represent the resolution of the video. They're only a **simplified description** of the video's **orientation and shape**.



# **How does aspect ratios impact videos ?**



**Viewing mediums** such as televisions, smartphones, and platforms such as YouTube and Instagram **are optimized for specific aspect ratios.**

**Without** the correct aspect ratio, **the video might appear distorted** or display with awkward black bars, which can interrupt the viewing experience.

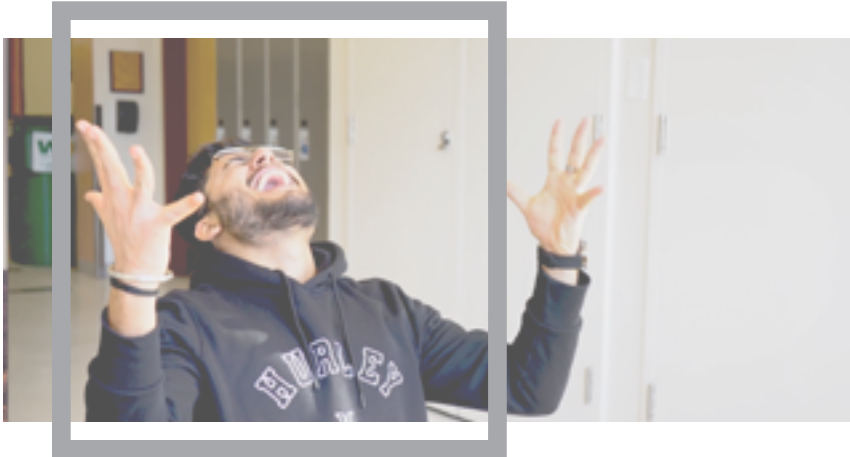
Aspect ratios also **impact** the **mood and composition** of a video. Filmmakers use these ratios to set the tone in their movies.

For example, wide aspect ratios like **16:9 or 21:9** can **add depth and scale to landscape video** content. Similarly, **narrower aspect ratios** like **4:3** can **add a vintage feel**.

# Common Aspect Ratios for Videos

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# 1:1 ratio



Was traditionally used for square television sets. Although it isn't common in television anymore, it's still relevant thanks to Instagram platform with over 1.21 billion active users as of 2021, according to Statista.

A 1:1 ratio, the “**perfect square**,” is the standard aspect ratio for Instagram . It's ideal for **displaying carousel style content** on smartphones because it **retains focus on one part of the screen as users scroll through** their Instagram feed.



# 3:2 ratio



The 3:2 aspect ratio is a **common aspect ratio used in photography**, especially in cameras that use a 35mm format. It is also used in some digital cameras and is the standard aspect ratio for 4x6 inch photo prints.

The 3:2 aspect ratio is often preferred by photographers because it **closely approximates the 4:3 aspect ratio of many digital displays**, and is also close to the traditional 8x10 inch photo print size. Additionally, it allows for a **slightly wider field of view than a 4:3 aspect ratio**, making it **useful for landscape photography**.

# 4:3 ratio

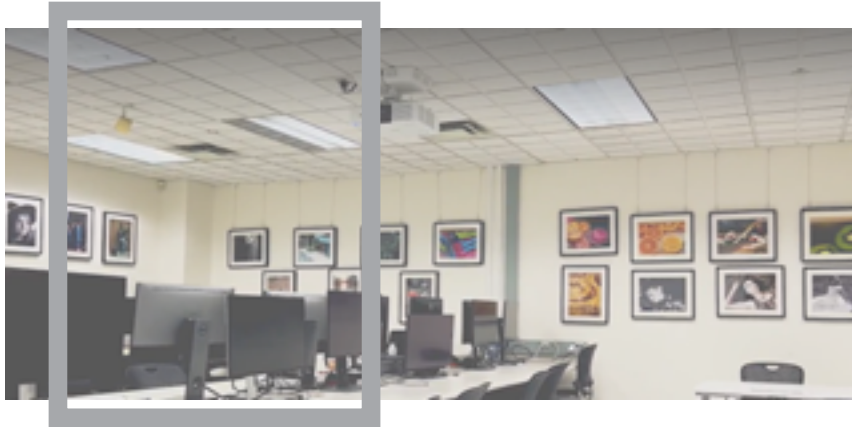


The 4:3 aspect ratio is a common aspect ratio used in ***older digital displays, television, and computer monitors.***

If the height of the image is 3 inches, the width of the image would be 4 inches.

One advantage of the 4:3 aspect ratio is that it is a more square-shaped image, which can be useful for certain types of photography, such as ***portraits or group photos.*** However, it may ***not be as useful for landscape photography,*** as it can result in a narrower field of view compared to a wider aspect ratio such as 16:9.

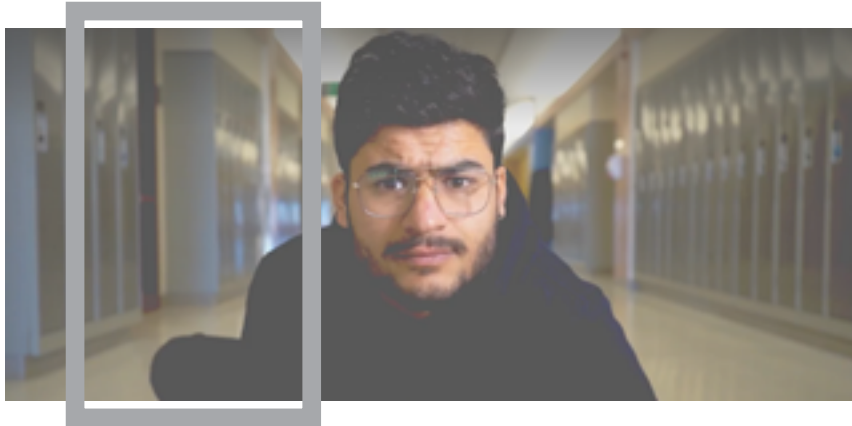
# 4:5 ratio



The 4:5 aspect ratio is a common aspect ratio used in **photography**, especially for **portrait and vertical orientation images**. If the height of the image is 5 inches, the width of the image would be 4 inches.

One **disadvantage** of the 4:5 aspect ratio is that it can **result in a narrower field of view compared to** wider aspect ratios such as **16:9 or even 3:2**, making it less suitable for landscape photography. However, it is still a popular aspect ratio for many photographers due to its suitability for portraits and vertical orientation images.

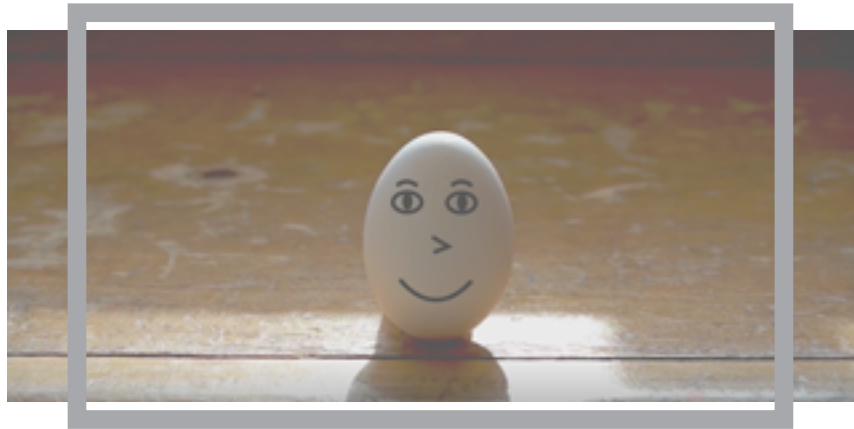
# 9:16 ratio



The 9:16 aspect ratio, also known as the vertical or portrait orientation, is a **common** aspect ratio **used in mobile devices, social media platforms**, and some video productions. If the height of the image is 16 inches, the width of the image would be 9 inches.

The 9:16 aspect ratio is often used for mobile devices because it matches the natural orientation of the device when held upright. It is also commonly used on social media platforms such as **Instagram and TikTok**

# 16:9 ratio



The 16:9 aspect ratio is a **common aspect ratio** used in modern displays, including **HDTVs, computer monitors, and smartphones**. If the height of the image is 9 inches, the width of the image would be 16 inches.

The 16:9 aspect ratio has become the **standard for most digital content, including movies, TV shows, and video games**. It is also commonly used for video production.

# 21:9 ratio



The 21:9 aspect ratio, also known as **ultrawide or widescreen**, is a **less common** aspect ratio used **in displays**, including computer monitors, TVs, and movies.

The 21:9 aspect ratio is often **preferred by gamers and movie enthusiasts** because it **provides** a more **immersive viewing experience**, with a wider field of view compared to a standard 16:9 aspect ratio. It is also **commonly used for movies** that are in widescreen formats, such as **CinemaScope or Panavision**.

Now you have a better understanding of the aspect ratio and its significance in visual media.

**Remember, selecting the appropriate aspect ratio can significantly affect the overall impact of your content.**





**THANK YOU !**

