

by Berke Bagbasi

CONTENT CREATION - STARTER

The fundamentals of creating high quality content & develop your eye as a creator.

01 — INTRODUCTION

Hi, I'm Berke.

I've been creating content for the past 5–6 years, and what started with simply enjoying the creative process has become a huge part of my life.

Through content, I've built my own personal brand, grown an audience and built my own brands. Along the way, I developed a real passion for creating, filmmaking, photography and finding ways to turn ideas and everyday moments into something people can **see and feel**.

Most of what I know today came from simply doing it. Creating, experimenting, making mistakes and developing my own eye over the years.

I created this guide to share some of the fundamentals I wish I understood when I started.

Let's create.



02 — START WITH WHAT YOU HAVE

You don't need expensive gear to create good content.
A modern smartphone is more than enough to learn the fundamentals.
Better equipment can improve the result later, but it can't replace your eye.

Start simple.

Learn how to work with light, composition and perspective before worrying about cameras and lenses.

The Basics:

- * Clean your lens before shooting.
- * Use the rear camera whenever possible.
- * Prioritize good light over expensive equipment.
- * Keep your setup simple enough that you actually use it.

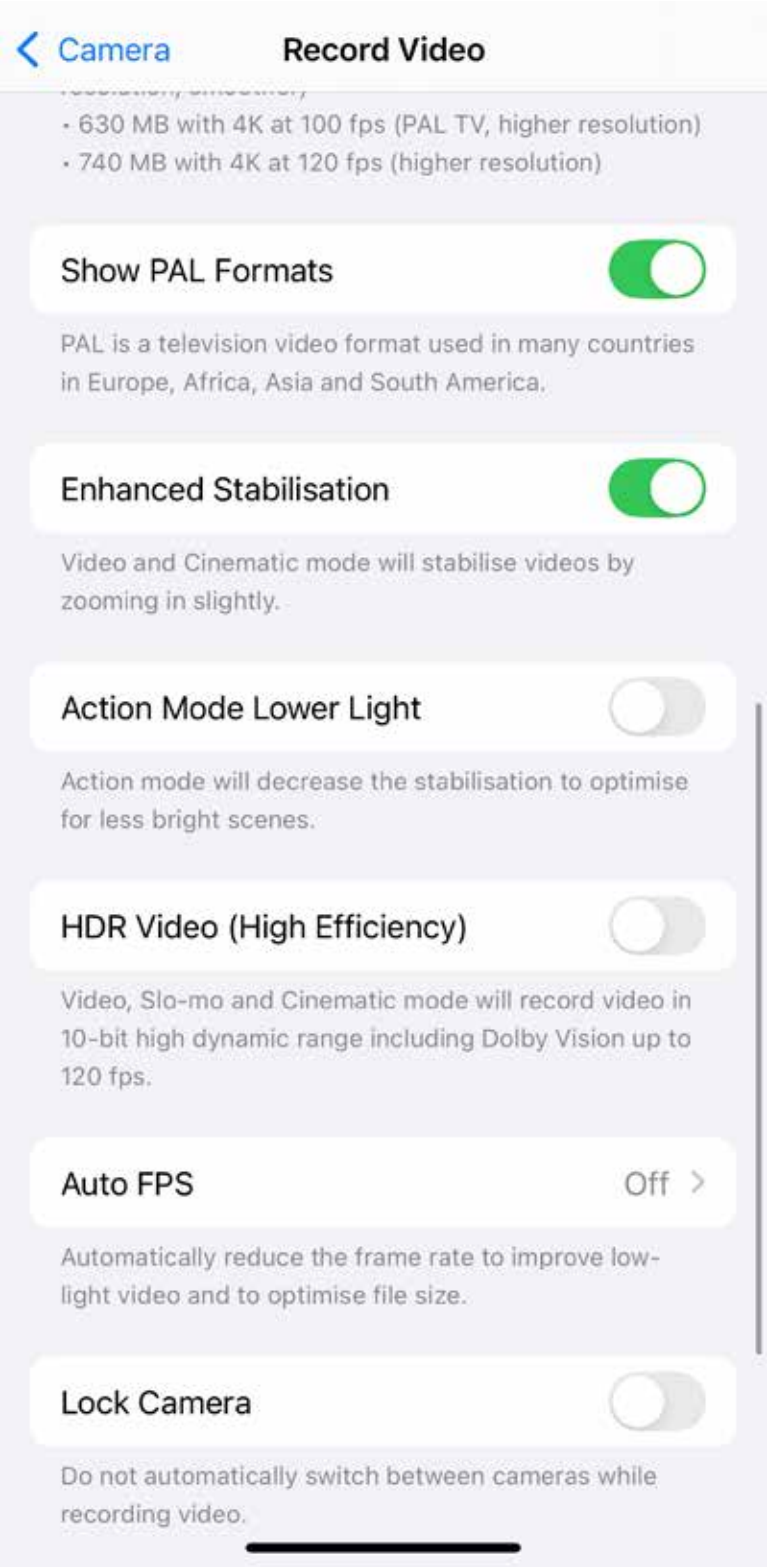
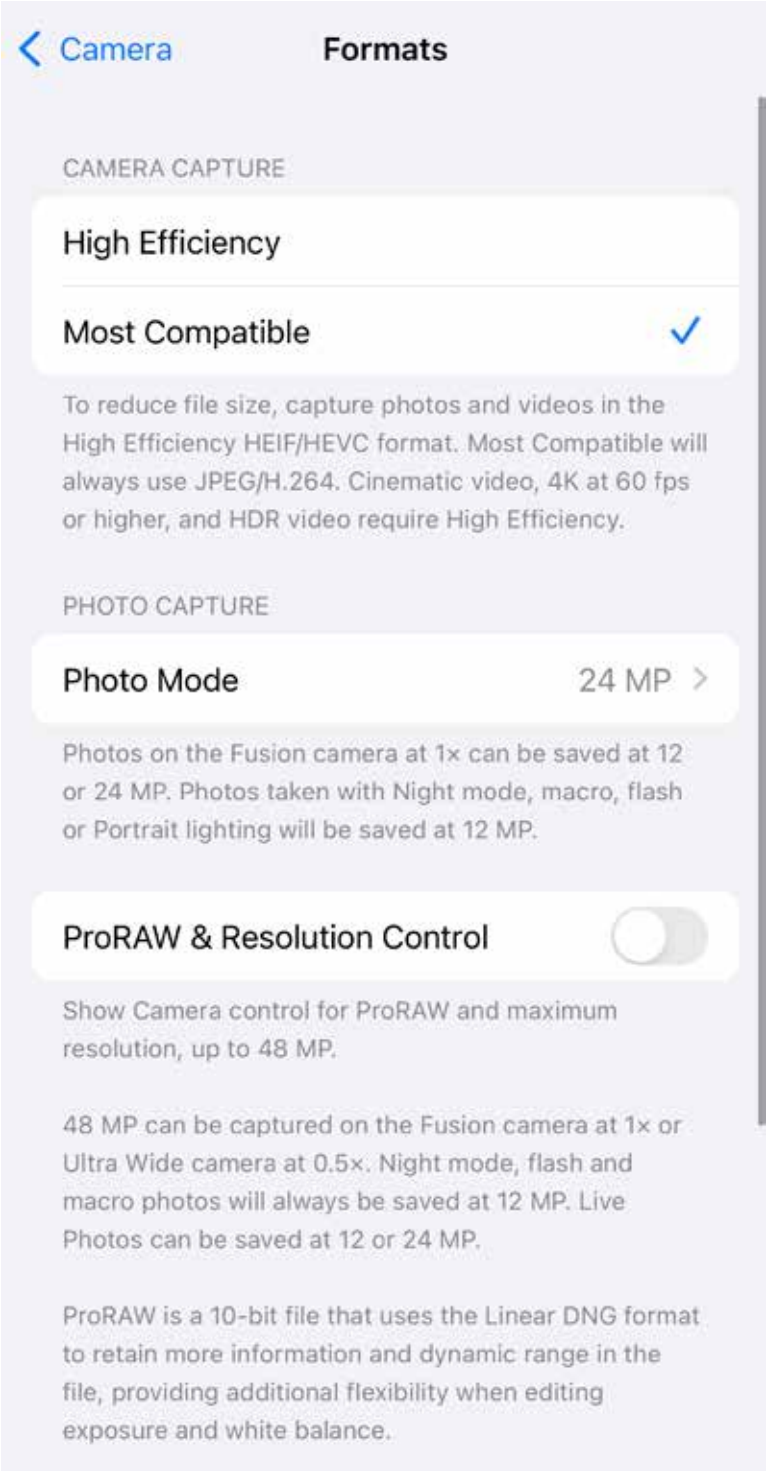
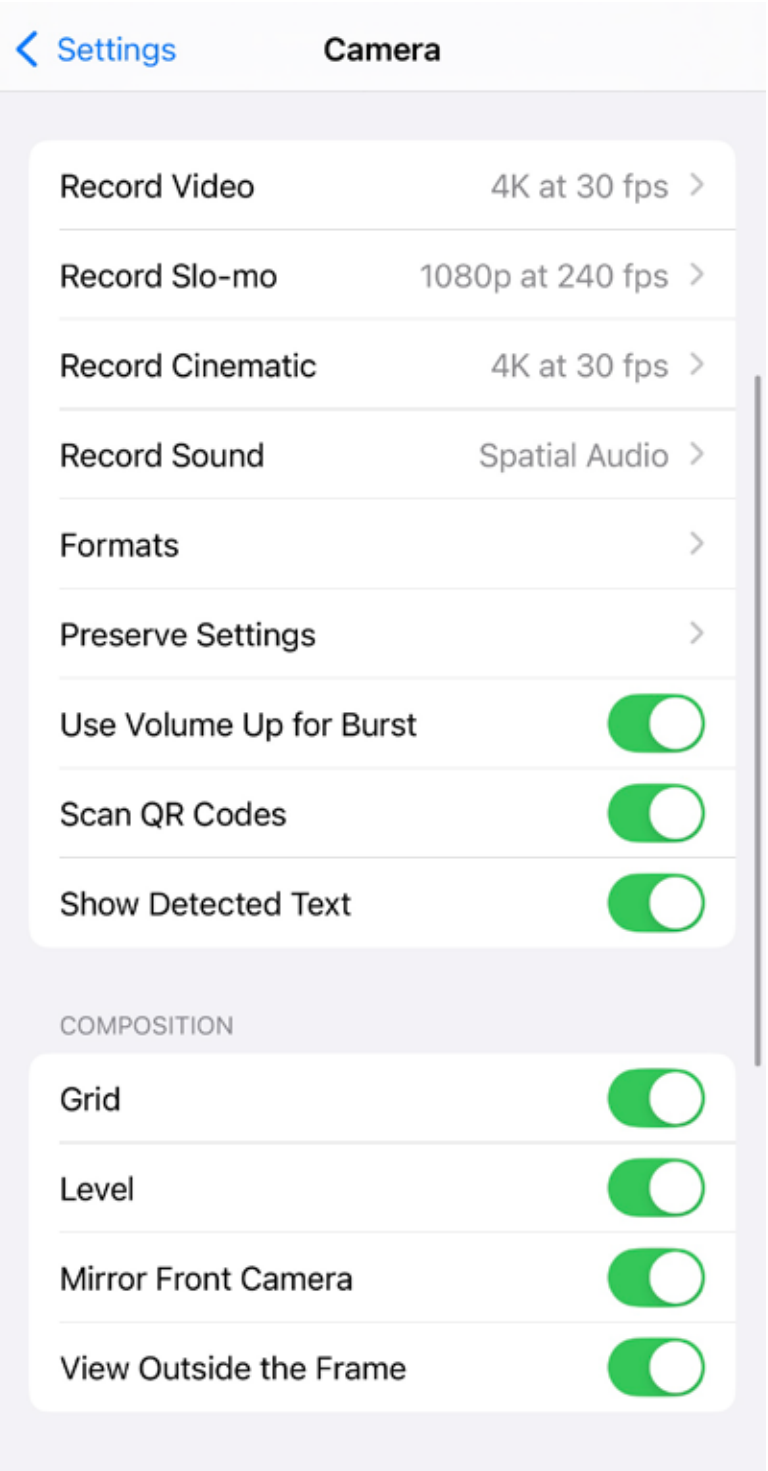
03 — KEEP YOUR SETTINGS SIMPLE

For most of my everyday content, I want a clean image and settings I don't have to constantly think about.

Good Starting Point

- 4K / 30 FPS for most content. -> most natural to the eye
- Avoid manual zoom when possible. -> just use the zooms from iPhone direct. (0.5x, 1x, 2x,..)
- Lock focus/exposure if your camera keeps changing the image.

MY CAMERA SETTINGS:



04 — LEARN TO SEE LIGHT

Good light can make a simple phone shot look better than an expensive camera in bad light.

Before you start filming, look at where the light is coming from. Move yourself, your subject or your camera until it feels right.

Start Simple:

- Use natural light whenever possible.
- Face a window instead of placing it directly behind you.
- Avoid ugly mixed lighting.
- Pay attention to how shadows shape the subject.



05 — TRAIN YOUR EYE

The biggest difference in your content won't come from your camera.
It will come from your eye.

When you see a photo, video or creator whose work you like,
don't just save it.

Ask yourself why you like it.

Is it the light? The colors? The location? The composition?

The way it was cropped? The movement?

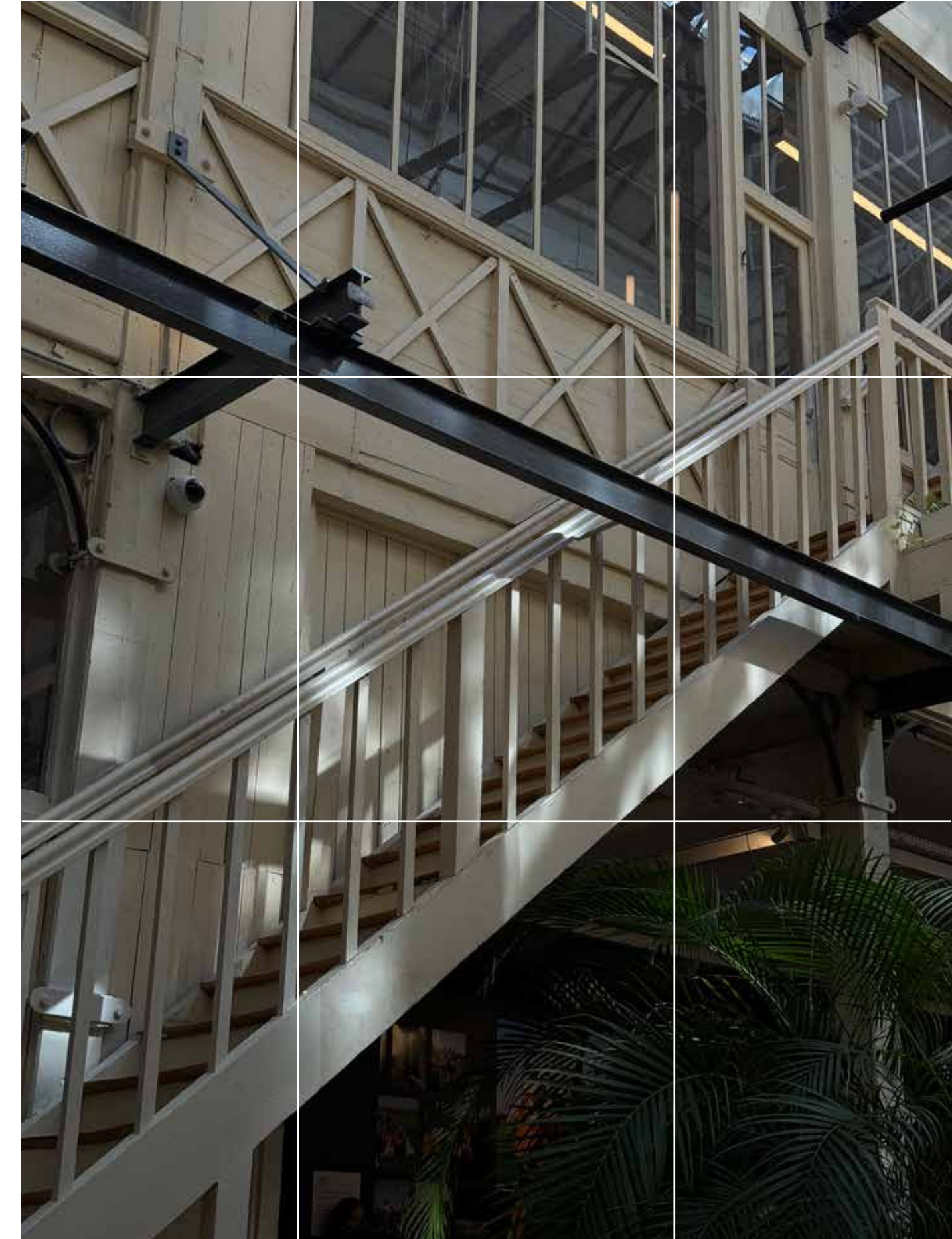
The more you consciously look at good work, the more you start
noticing these things when you create yourself.

SAVE. STUDY. CREATE.

06 — COMPOSITION

Before you press record, look at the entire frame. A clean background, intentional spacing and a clear subject can make an ordinary shot feel significantly better.

- Remove unnecessary distractions.
- Check the edges of your frame.
- Use symmetry and negative space.
- Ask yourself what the viewer should notice first.



How to do:

07 — MAKE IT AESTHETIC

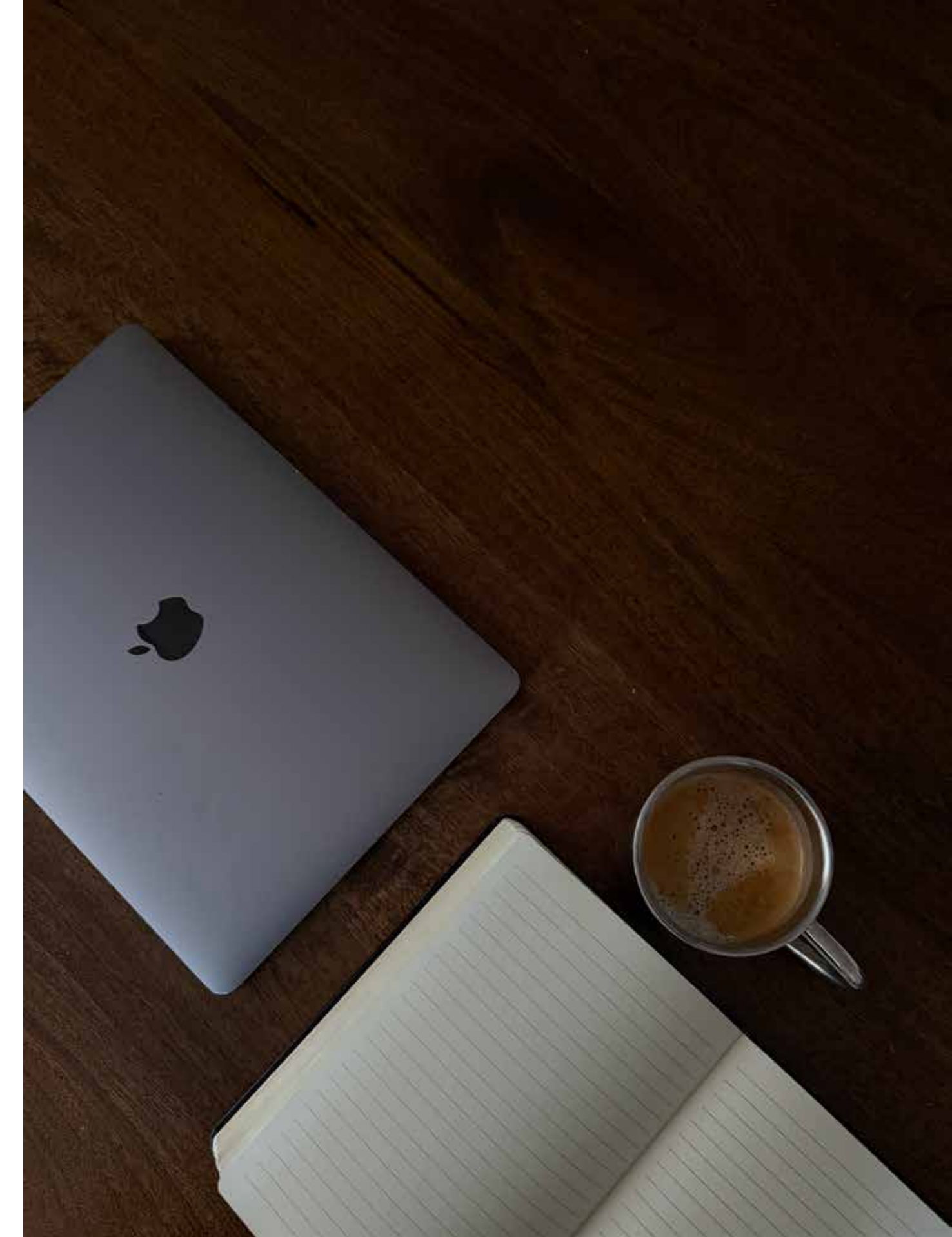
Aesthetic content isn't about making everything perfect.
It's about making intentional choices.

Pay attention to the location, colors, clothing, light, textures and everything else inside the frame.

Small details change how a piece of content feels.

Your eye improves by creating.

Shoot the samescene in different ways and compare the result.



08 — CHANGE YOUR PERSPECTIVE

Don't film every moment from the same perspective.

Move closer.

Step back.

Get lower.

Look for details.

Let the subject move through the frame.

For every scene, try:

WIDE — Show the environment.

MEDIUM — Show the action.

DETAIL — Capture the small moments.

09 — SCAN THE ROOM

Not everything needs to be created for the camera.
Some of my favorite content comes from simply paying attention to what is already happening.

Scan your environment and capture real moments.
Learn to notice moments instead of always trying to create them.

And most important,
when you film, just stand still, don't move or make any movements with your arms. Just stand still and capture the movement.



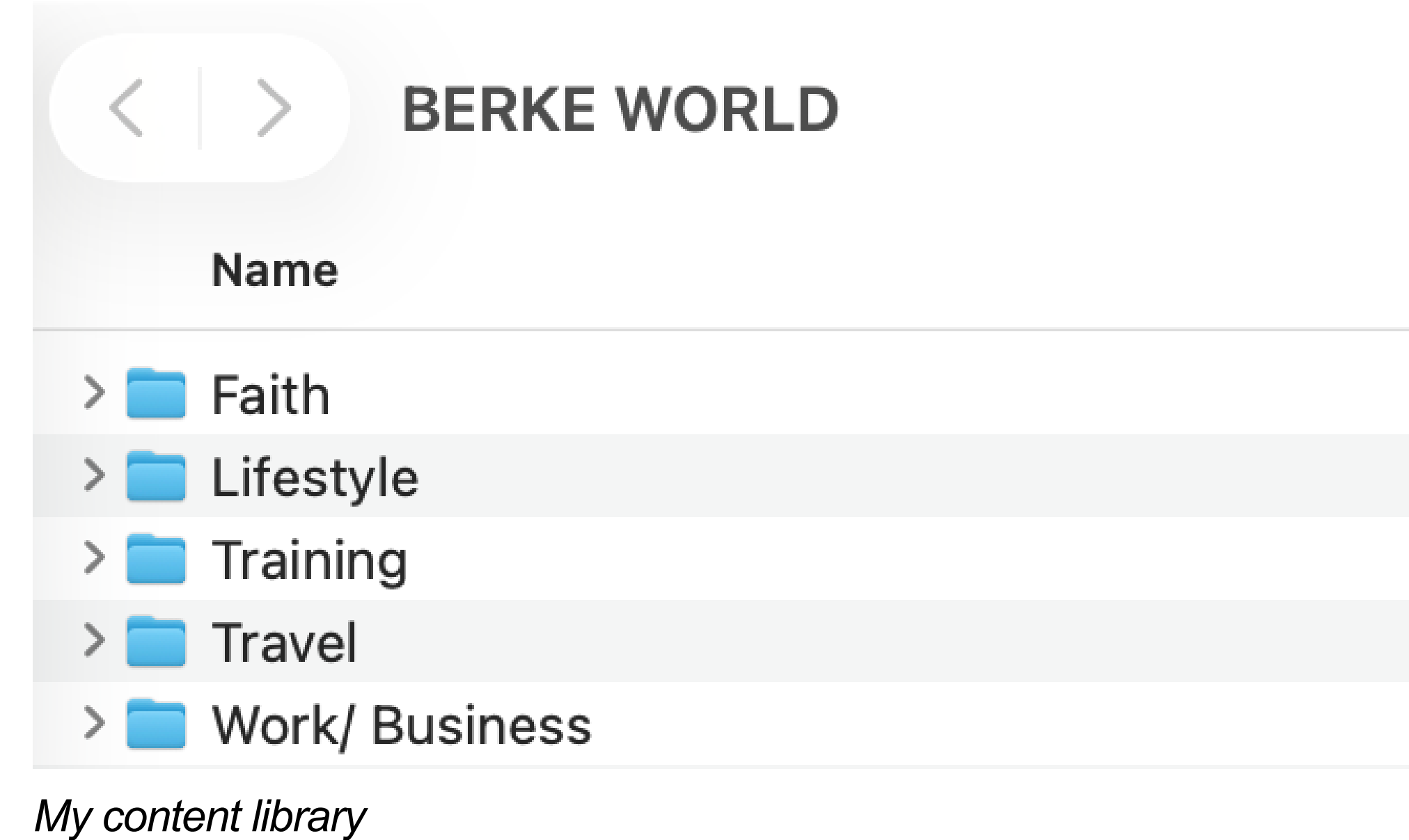
10 — YOUR CONTENT LIBRARY

Don't shoot only for your next post.
Build a library of your life that you can come back to.

My folders:

- Training
- Work / Business
- Travel
- Lifestyle
- Behind the Scenes

I organize my footage around the key areas of my life.
It allows me to find old clips quickly and reuse moments months or even years later.



My content library

11 — KEEP YOUR EDIT SIMPLE

Editing should make your content better, not distract from it.
You don't need crazy transitions or effects.
Start by learning clean cuts, basic color correction,
simple typography and good sound.

Editing

- Cut what doesn't add anything.
- Keep transitions simple.
- Let important moments breathe.
- Use a clean readable font.
- Export in high quality. -> I export in 1080px x 1920px

Tools I use:

Mobile -> Edits / Capcut

Desktop -> Davinci Resolve

12 — BEFORE YOU POST

I mostly ask myself these questions before I post:

- Is the first frame strong?
- Is the subject clear?
- Does the lighting look good?
- Is anything distracting me?
- Does every shot add something?
- Is the text easy to read?
- Does the audio sound clean?
- Would I personally stop and watch this?

This question should not lead to overthinking.

It should help you to watch your post from a viewer perspective.

KEEP CREATING, CREATING, CREATING.

I hope this guide gave you a better understanding of what actually matters when creating good content.

Keep it simple, train your eye and most importantly, keep creating. The more you create, the more you'll develop your own style and understand what feels right to you.

If you want to go a step further, I created the [Personal Brand Blueprint](#).

There, I go deeper into how to build your own world, develop a recognizable identity and turn who you are, your interests and your life into a personal brand people want to follow.

EXPLORE THE PERSONAL BRAND BLUEPRINT →