

## Video Pro

Be a PRO by following these Tips and Techniques  
Remember that you are telling a story through the camera!



### Types of Shots

Be sure to include a variety of shots in your video.

#### ***Focal Length Shot Types (from further to closer)***

- Establishing shot (ES): allows the viewer to place events in proper context.  
Examples: a landscape, a building, a crowd, a river, a road, etc.
- Wide-shot (WS): shows the big picture . Can establish the setting and set the mood.
- Two-shot (TS): includes two people in the frame
- Single-shot (SI): includes one person in the frame.
- Medium-shot (MS): moves further from the object and could move out as far as to show people from the waist up.
- Close-up (CU): focus on one thing, such as a specific object or person's face.
- Extreme Close-Up (ECU): focus on a specific object part or subject e.g. person's eyes.

#### ***Shot Angles***

#### **Three Angles Subject Tips**

**Objective Angle (OA)**– shows the action as you would normally see things in the real world. Most films and videos are shot from this angle

**Point of View Angle (PVA)**– shows over the shoulder, but not from the eyes of the character.. This angle brings the viewer into the action.

**First Person Angle**–happens as if the camera is the eyes of the character

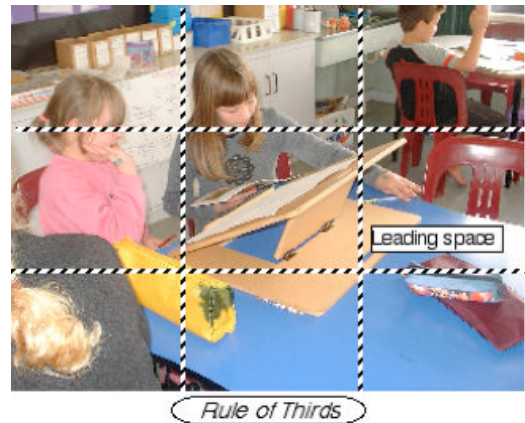
- Higher Angle shots: Look from above.. reduce subject to smaller point-of-view
- Lower angle shots: look up from below; usually establish size.
- Follow: Any sort of shot when you are holding the camera (or have it mounted on your shoulder), and you follow the action whilst walking. Try hard to keep steady.
- Tilts: start in one area and tilt up or down; also establish size.
- Pans: go left to right or right to left; go slowly or quickly; can help set the pace or mood, or establish distance or size; should be used sparingly.
- Walking shot: Walking with the camera can pull the viewer in more closely or give them a first-hand perspective on the action.
- Cut Away: A cutaway is a shot that's usually of something other than the current action. It could be a different subject /background or a different part of the subject. These are great to use when editing later.

## Other Shot Ideas

- Still Images:** Photos that can easily be imported into the editing software for illustrating the story.
- Natural Sound:** The naturally occurring sound underneath any video (NAT sound)
- Reporter's Track:** The reporter's narration of the story, sometimes called a voice-over or VO (voice is heard over video but the reporter is not seen)
- Stand-up:** The appearance of the reporter on camera to summarize a point in the story, offer a transition, or to close out the reporter
- Interviews:** People talking in the story to show various viewpoints, knowledge of the subject or expertise. You must get signed releases for all interviews.

## Other Shooting Tips

- Keep the subject in the magic thirds
- Maintain a balanced composition by understanding leading looks
- Use angles to add depth and avoid flatness
- Use foreground and other techniques to frame your compositions
- Shoot with both eyes open -- allows you to see what's going on in the viewfinder as well as around you.
- Add a few close-up shots for impact and interest.
- Avoid excess zooming. One or two zooms in 5 minutes of video are more than enough.
- Get good "stills" - shots that don't zoom or pan
- Hold shots - 10 second general rule
- Shoot Fat - run tape on longer past end of scene
- Levels:** Keep the horizon level and buildings and poles vertical. Use a tripod as often as possible. When it is not convenient, slightly bend your knees to cushion camera jitter. Get closer to your subject to avoid excess camera movement.



## Tips on some Shots

**Establishing Shot:** Begin your video with a long shot (or establishing shot). This will let your audience know where your video is taking place.

Use **medium shots** for most of the video

**Panning:** When you pan or tilt, do so very slowly. Hold camera still on scene for a few seconds at beginning and at end of pan shots. Pan slowly across scene (stop at about 90 degrees) Stand to face the direction where pan will end.

Rotate upper body so camera faces direction where scene will end- without moving feet. Start shooting. Rotate body slowly to point where pan stops. Hold breath during camera movement to minimize camera shake and to focus attention on shot. Focus on identifying features and pan from them to the action .

