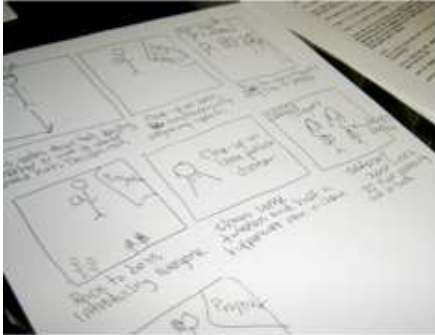


Planning

Before the camera starts rolling, make sure you have a plan for your filming.



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1. Brainstorm
 - ◆ Have a clear goal of what you would like your project to accomplish.
 - ◆ Choose a commercial or movie you like and try to use similar angles and concepts in your video.
2. Prepare
 - ◆ Create an outline, script, and storyboard.
 - ◆ Check that you have all necessary materials.

Camera Operation

To get the best results when filming, consider the following suggestions.

1. Zoom
 - ◆ Try not to zoom while shooting.
 - ◆ Turn off the camera's digital zoom feature.
2. Settings
 - ◆ In uncontrolled circumstances, use the camera's automatic settings.
 - ◆ In controlled circumstances, manually adjust settings (like focus, iris, shutter speed, progressive scan, white balance, etc.) for best results.
3. General filming guidelines
 - ◆ Use a tripod!
 - ◆ Leave five seconds of film at the end of each shot.
 - ◆ Allow twenty seconds to pass when beginning to film on a new tape.
 - ◆ Clean the lens occasionally.
 - ◆ Be sure the tape does not rewind automatically.
 - ◆ Label your tapes clearly.
 - ◆ Use the same tape brand consistently.



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Aesthetics

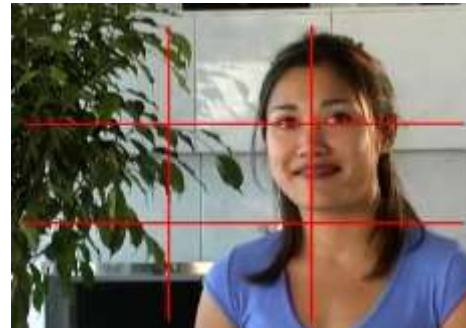
Using the camera in different ways allows you to get the most attractive shot possible.

1. Creating interest

- ◆ Film from different angles rather than using consistently straight shots.
- ◆ Do not film the subject directly in the middle of the frame. Instead, follow the rule of thirds: Position points of interest on an imaginary tic-tac-toe board to create more interesting shots.
- ◆ Filming above the subject makes the subject look passive, while filming below makes the subject appear more powerful.
- ◆ Use cutaways or film still objects to create different effects.
- ◆ Frame the subject with background objects.

2. Filming for the internet

- ◆ Use lots of close-ups.
- ◆ Do not move the camera while shooting.
- ◆ Use solid colors as backgrounds.
- ◆ Avoid moving objects in the background.



Screenshot from “*Shooting Awesome Video*” (see credit at end of this document)

Lighting

When filming, focus on maintaining three-point lighting by using key light, fill light, and back light.

Screenshot from “*Shooting Awesome Video*”



1. Key Light

- ◆ Establish a main light source (the sun or a lamp) and position it at a 45° angle behind and to the side of the subject.
- ◆ If shooting outside, try to shoot just after dawn to get the most flattering light.
- ◆ If shooting inside, a window with gentle natural light or a lamp can be used as a key light, but be sure that the light does not white-out the subject.

2. Fill Light

- ◆ Use a large white card (a bounce card) to reflect the key light back onto the subject by placing the card opposite the key light, lower than the subject’s face.

3. Back Light

- ◆ Place the last light above and behind the subject, opposite the key light to separate the subject from the background.
- ◆ Back light can also create interesting colors or shadows to further distinguish the subject and the background.

Avoid overhead fluorescent lights whenever possible!

Sound

There are five different ways to achieve quality sound when filming. Your choice depends on the circumstances and equipment available.

Remember to always quiet unwanted background noise (like wind, buzzing lights, etc.), place the microphone as close to the subject as possible, and perform sound tests before beginning to film.

Sound recording options:

1. Built-in Microphone
 - ◆ The easiest way to record sound
 - ◆ Best when recording ambient background sounds, like birds chirping, ocean waves, or city noise
 - ◆ Works well for capturing interviews in quiet, indoor locations
2. Voice-over
 - ◆ Used to project speaking over loud background noise
 - ◆ To use a voice-over, use a built-in microphone to record sounds, then layer the separately-recorded speaking over background noise when editing.
3. Lapel Microphone
 - ◆ When using a lapel microphone, a small receiver is attached to the subject's collar or a nearby object.
 - ◆ There are both wired and wireless versions of lapel microphones. Wired microphones have wires that connect the microphone to the camera and are best when the subject will be stationary and close to the camera. Wireless microphones attach to a receiver worn by the subject, while another receiver is attached to the camera. These microphones are convenient when the subject will be moving or is far from the camera.
4. Boom (or Shotgun) Microphone
 - ◆ Boom microphones can be mounted on stands next to the subject or on the camera itself, as well as held by an assistant that can move with the subject.
 - ◆ Boom mics are extremely useful for picking up sound when they are held above and in front of the subject. Be sure to keep the boom mic out of the shot!
5. Handheld Microphone
 - ◆ Handheld microphones work well for interviews in which subjects are sitting or standing close together.
 - ◆ Be sure to hold the mic close to the subject speaking so that the clearest sound is recorded.



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For more detail and examples, purchase a copy of the CD "Shooting Awesome Video: Take Your Shooting Skills to the Next Level." You can find it at <http://dvcreators.net> for \$19.95.