

Shooting effective web videos

Do

- Get close
- Hold shot for 10 or more seconds
- Leave 10 sec beginning & end to edit/crop
- Go to brightly lit spaces
- Keep it short: 2-3 minutes
- Focus on faces
- Collect B-roll
- Be steady
- Pay attention to background
- Leave headroom at top of frame
- Position subject a little left or right of center & leave nose room to opposite side
- Get variety of shots: set scene, show action, get details, wide to medium to close
- Record in quiet place. Turn off TV, radio. Avoid air con, traffic, busy street
- Use earphones.

Don't

- Zoom
- Pan
- Shoot large crowd scenes
- Shoot long segments (2 min. max)
- Don't shoot subject in front of window or w/ sun behind
- Shoot busy locations (streets, etc.)
- Don't talk while the person is speaking – nod

THE FIVE SHOT METHOD

1. Find the action
2. Close up of face
3. Wide shot
4. Over the shoulder
5. From the side

Tell a story

Video = short story, not inverted pyramid.

Have a beginning, middle & end.

Many beginners bring back lot of different shots, but those do not edit together well.

More not necessarily better.

Get details

Capture attention fast: first 5-10 seconds; put best audio quote or image up front. Don't start w/ building exterior

Break action into multiple sequences: Establishment shot, then move closer to action; create intimacy using a medium shot (waist up). Then get close-ups

Shooting a car crash: witnesses (emergency workers, police, survivors). Wreckage: wide shot of location, close-ups of broken glass, & emergency staff at work. B-roll: broken glass & audio of sirens.

Interview techniques

Find a character

Get subject to tell the tale: Avoid yes or no questions. Ask subject to "describe" or "give me background" or "tell me in short sentences" what happened. Say, "I'm not sure I understand. . . " until they say it in a direct way.

Specific questions for specific answers. May need a pre-interview or – after interview – ask the more specific questions for the camera.