

Video Tips for Still Photographers

Content

- ü State the focus of your story in three words. Who did what? What' s the subject, what' s the verb?
- ü Ask questions that require a sentence to answer. Avoid yes/no questions or two-part questions.
- ü Faces tell stories. Get close to them.
- ü Ask questions that evoke feelings, emotions and opinions, not facts.

Technique

- ü Keep your shots steady (especially for the Web!). Use a tripod, or whatever is around you as a tripod.
- ü Fill the frame. For the Web, remember your image will be quite small.
- ü For the Web, keep your composition clean (see above).
- ü Move to follow action or reveal elements. Otherwise, don' t move!
- ü Conversely, let the action leave the frame to give you transition points.
- ü Shoot action, then shoot reaction.
- ü Hold each shot for a minimum of 10 seconds.
- ü Avoid pans or zooms. Use pans and zooms *sparingly*. As you edit, be aware that pans or zooms should always finish before you cut to a new shot.
- ü Shoot wide-medium-tight and cutaway shots from each position. Then change position. Repeat.
- ü Make sure you have an opening and closing shot.
- ü Shoot tight shots with sound for transitions.
- ü Every video story is like a huge picture story for a newspaper. A 2-minute story can easily have 25 shots in it -- double that if you want to rock and roll.
- ü Think like a picture editor. Every shot has a relationship to the one before and after it. Think about what your next shot will be as you shoot each shot.
- ü Put your microphone where the sound is.
- ü Use a lav (lapel) mic -- preferably wireless -- whenever possible.
- ü Get your camera close. Don' t shoot close-ups from across the room.

- ü ALWAYS monitor your sound (just watching the meter doesn' t count).
- ü Communicate with your partner before, during and after a shoot.

(Adapted from a tip sheet by Rich Murphy, Director of Photography and Special Projects, WTSP-TV, St. Petersburg, Fla.)