



## Video Production Steps

Now that you have completed your storyboard with all the pre-production details, you are ready to shoot the video.

### Equipment

1. Camera

Spend some time becoming familiar with the camera you will use. What features does it have and which ones might you use? Most cameras have a choice between automatic settings that the camera controls and manual settings that the photographer controls. The camera manual is a good tool to explore these options.

2. Tripod

Unwanted movement of the camera during filming can be very distracting. Try using a tripod to steady the camera. Become familiar with setting it up, attaching the camera, and what type of movements you can make during filming.

3. Microphones

Explore the sound recording equipment that is available. Most cameras can record sound. How well does this method pick up what a person is saying? Does it pick up unwanted sounds also? Other options may include a hand held microphone or a wireless lavalier microphone that attaches to the person speaking. You may be able to record someone's voice on your computer.

Consider setting up a checklist for the equipment you will be using. This will help be sure nothing is overlooked when trying to capture the scene you expect. It can be helpful to have some fairly simple steps included such as checking batteries, settings, and available tape or disk storage.

### Site Survey

Sometimes looking at the filming location will help make decisions about the actual steps in shooting. Look for distractions such as noise, possible movements, and unwanted light sources. These may influence where the camera is positioned or what equipment is

needed. Is extra light or a directional microphone needed? Is power available or would extra batteries be a good idea?

## Capturing the shot

There are some general photography guidelines that will help make your video more professional and pleasant to view.

1. Composition guidelines
  - Rule of thirds suggests dividing the frame into thirds with vertical and horizontal lines. Place your subject on or near one of the lines or intersections of the lines. A person's eyes usually go on an upper intersection while horizons can go along either an upper or lower line depending on whether you want to emphasize sky or the land.
  - People should usually look in toward the center of the frame.
  - If the subject will be moving, you will catch more of the action if they move from the outer edge of the frame through the center and to the opposite side.
2. Controlling movement or action
  - Much of the movement in a video is done by the subject being filmed. The camera is usually held steady.
  - Some movements are done by the camera while the subject is fairly still. This would include zooming in, zooming out, and panning left or right.
  - Sometimes the two can be combined. If the subject is moving, the camera might move to keep the subject in the frame.
3. Lighting
  - Be sure there is enough light to capture the image you have in mind.
  - Bright light may make your subject a silhouette if it is behind them.
  - Bright light from the front or side creates shadows, especially on faces.
  - Filming in light shade usually gives more even features and color.
  - There are techniques for enhancing the lighting around your subject without making distortions or shadows.

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