

# Video Tips for Still Photographers

## Content

- State the focus of your story in three words. Who did what? What's the subject, what's the verb?
- Interviews are the core of a natural sound story. Ask questions that require a sentence to answer. Avoid yes/no questions or two-part questions.
- Ask questions that evoke feelings, emotions and opinions, not facts.

## Technique

- Keep your shots steady (especially for the Web!). Use a tripod, or whatever is around you as a tripod.
- Fill the frame. For the Web, remember your image will be small.
- For the Web, keep your composition clean (see above).
- Faces tell stories. Get close to them.
- Shoot wide-medium-tight and cutaway shots from each position. Then change position. Repeat.
- Move to follow action or reveal elements. Otherwise, don't move!
- Conversely, let the action leave the frame to give you transition points.
- Shoot action, then shoot reaction.
- Think about what your next shot will be as you shoot each shot. Anticipate action.
- Get your camera close. Don't shoot close-ups from across the room.
- 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.
- Hold each shot for a minimum of 10 seconds as you shoot. This is harder than it sounds.
- Make sure you have an opening and closing shot.
- 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.
- Think like a picture editor. Every shot has a relationship to the one before and after it.
- Shoot tight shots with sound for transitions.
- Put your microphone where the sound is.
- Use a lav (lapel) mic -- preferably wireless -- whenever possible.
- ALWAYS monitor your sound (just watching the meter doesn't count).
- If you're working with someone, communicate before, during and after a shoot.