

# Intro to Shooting Video

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# Audience Is Key

- Who do you want to watch your video?
- Where are you posting your video?
  - Youtube/Social/Website
- How long do they stay on videos there?
- What is the point?
  - To educate or to sell



# Style of Video

## Interviews

Doc style  
Marketing  
Mic and Tripod

## Show and Tell

Teaching  
Mic - unless you  
will explain in post

## Text/Narration

Can work with all  
goals  
Less equipment



# Equipment

- Phone can work
- Tripod
- Mic
- Camera if you have the budget and skills/time
- Lights/Reflector



Electronics > Camera & Photo > Digital Cameras > Mirrorless Cameras



Microphone Professional for iPhone/Video Conference/Podcast/Voice Dictation/YouTube Grade Valband Omnidirectional Phone Audio Video Recording Condenser Microphone (6.0m)

Brand: Valband  
★★★★★ 296 ratings  
| 9 answered questions

Best Deal

Price: \$27.99 & FREE Returns

Sony Alpha a6300 Mirrorless Digital Camera with E PZ 16-50mm F3.5-5.6 OSS Power Zoom Lens (Black)

Visit the Sony Store  
★★★★★ 435 ratings  
| 344 answered questions

Color: Black



Style: w/ 16-50mm

Base w/ 16-50mm w/ 18-135mm

Configuration: Base

Base w/ Memory Card

# Interview

- Use a tripod and Mic
- Framing - Rule of thirds
- No looking at lens
- Keep quiet!
- Full sentences
- Brief descriptions
- Matching the B-roll
- Remember - Visual story



# B-roll

- Everything that is not an interview
- The visuals to your interview / text / narration
- No vertical unless for social stories
- Still shots! 1-2 pans
- Wide, medium, tight, tight tight!
- Get closer
- Get sound



# B-roll - Shot sizes/types



# B-roll - Step by step



Shoot like you see

1. Set up composition
2. Use tripod or body
3. Hit record
4. Don't move and count to 10!
5. Hit stop
6. Get closer for the medium shot
7. Get even closer for the **close ups**
8. Move to something else and rinse and repeat





# TIPS

- Keep still
- Get more than you think you need
  - Both in shot length and amount of shots
- Get closer
- Shoot and move
- Always be thinking of how you are going to edit it
- Make sure it is in focus
- Think about your lighting
- Learn your equipment
- Keep quiet!



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# Discussion Time

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