

Videography and Photography



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Hi! I'm Annelies.

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Three Golden Rules

Before you embark into the wonderful world of video there are three golden truths I want to share:

- You will dislike the way you look, sound and act on camera.
- No one will care how you look, sound or act on camera as long as you tell/show them cool stuff they care about.
- It is all about who is watching and not very much about you at all.

**Why is it
good?**



Types of Video

- **Awareness:** To raise your profile. Something like a good quality promo video, up to 120 seconds that entertains and sells the vision.
- **Engagement:** Evoking an emotional response in the audience to gather likes, shares and follows. Something like short story-based videos or funny compilations.
- **Education:** Target your audience and sell your skill. Think about talking head, interview style videos here.

Speaking

- Consider the words you use, try to drop “filler words” like, umm, basically, maybe etc.
- How quickly do you speak? Pause between each sentence you say.
- Can the audience understand you? Do you use jargon, complex words, buzz words? Do you explain well enough?

Sound

- How are you controlling the noise around you?
- Have you considered getting a mic?
- If you are filming in a quiet location in your home and are fairly close to the camera sound should be OK.

TOP TIP: You can get little plug in iPhone and Android phone mics for about £10 on Amazon.

Subtitles

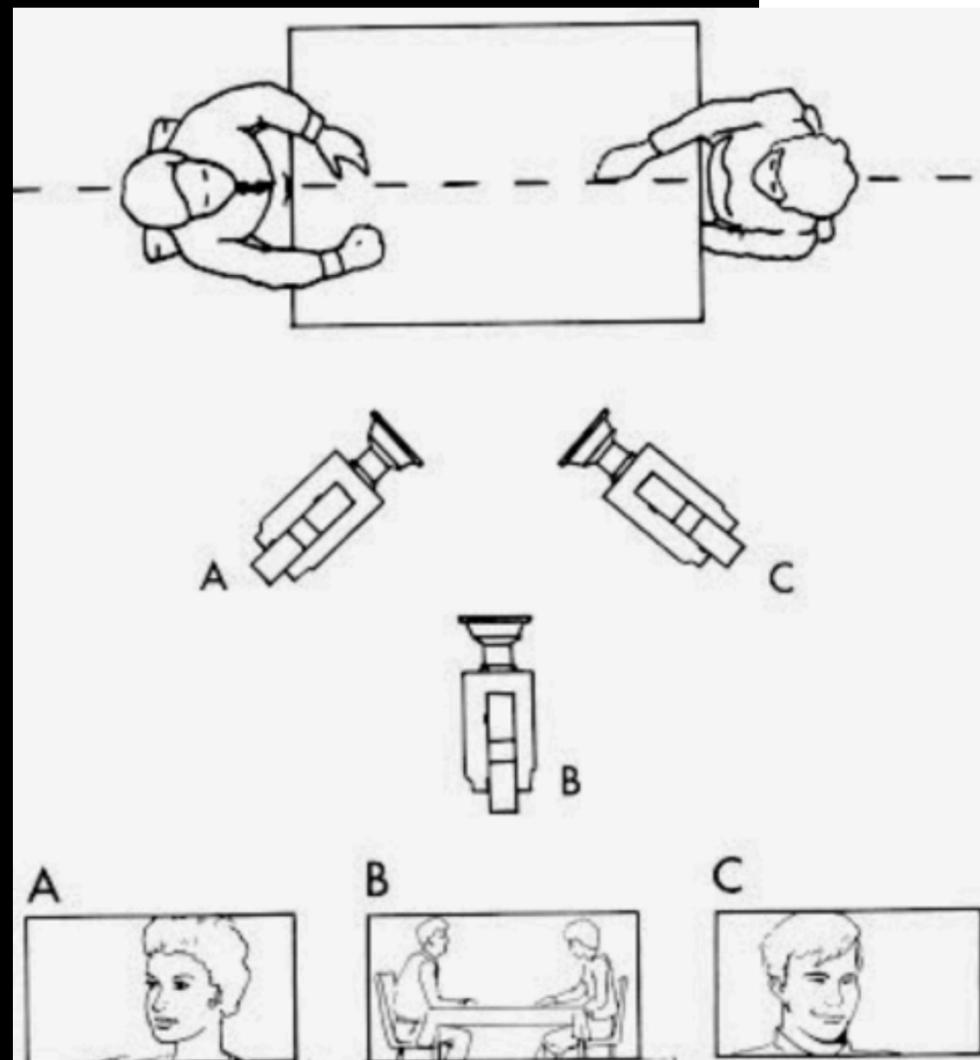
- Is your voice key to your brand? If so, don't use captions and people will have to listen to you.
- If your voice is not key, then captions will help more people access your content?

TOP TIP: You can send your video to Rev.com to caption for you. But now Adobe includes this and there is autocaptioning on social media too.

Set up

If you are filming alone, you will most likely want a single camera set-up.

If you want to be more experimental or use more people for your videos you may need multiple cameras. You will need to consider frame rates, lighting and audio here to make sure when you edit the footage it matches. It can be a bit technical.



Setting

Think about settings that reflect who you are.
Your home, office, places of meaning.



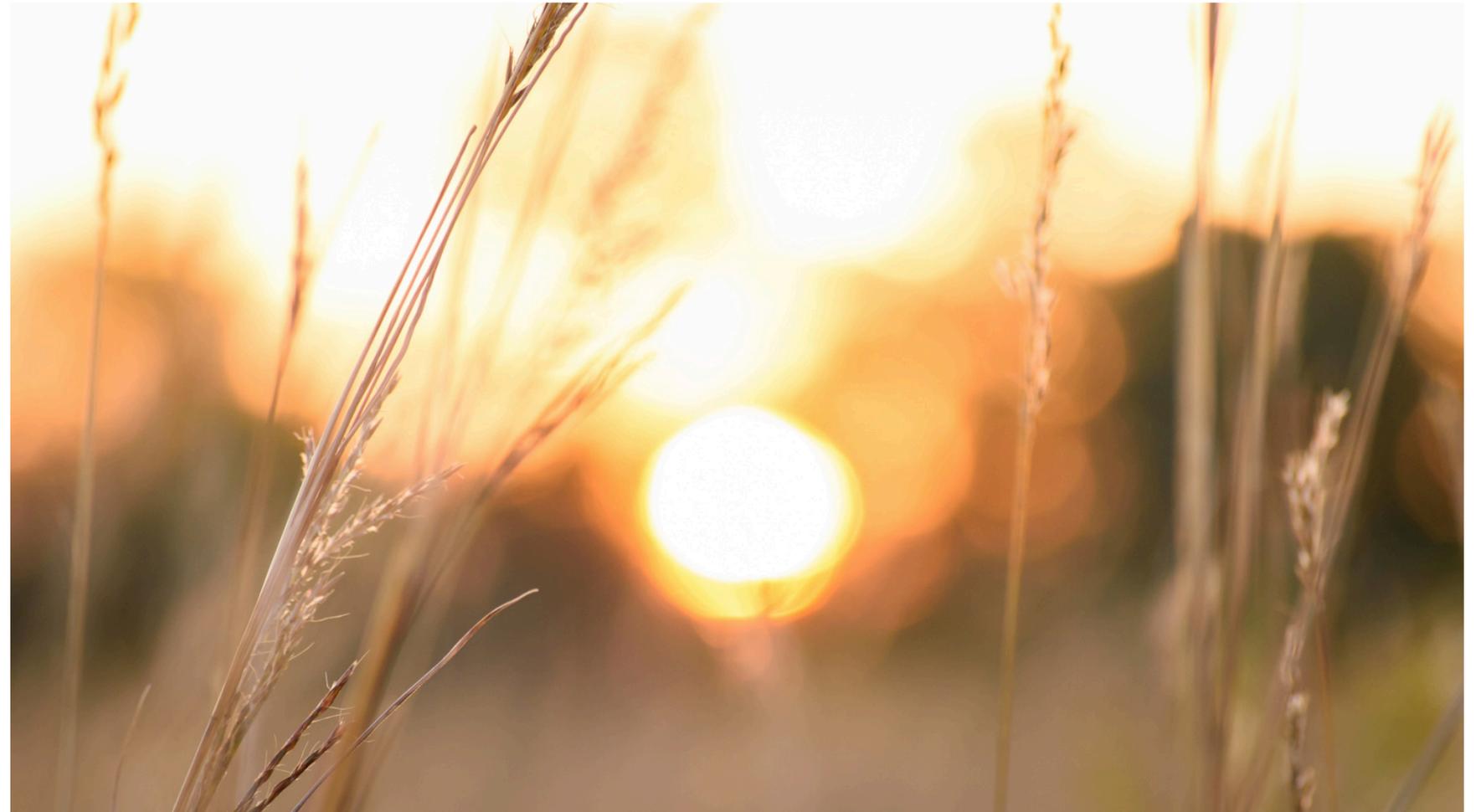
Lighting

Lighting is incredibly important, never video with light behind you. Light must always be on your face.



Lighting

Golden hour lighting. This lovely soft, warm light from dawn or dusk. It is great ambient and mood lighting. Always choose natural light if you don't have appropriate studio lights.



Soft vs hard lighting

I recommend to use UV lighting and face a window or light source directly. Add a light curtain and boom - homemade soft light. Grey skies are also great natural soft lighting.



Rule of thirds

Rule of thirds. It is good practice to shoot on a rule of thirds because it offers balance and interest to the shot.



Symmetry

Rule of thirds. It is good practice to shoot on a rule of thirds because it offers balance and interest to the shot.



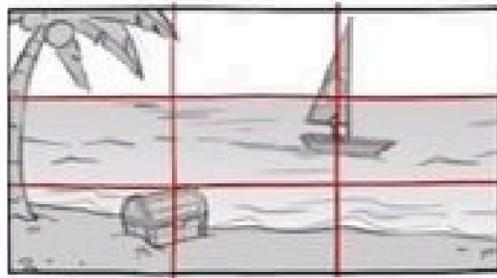
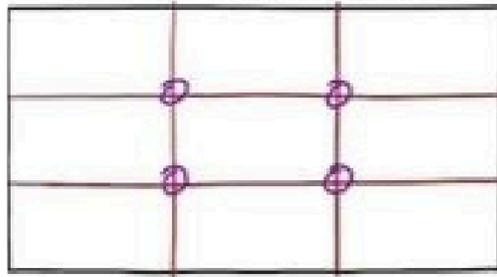
Leading Lines

Leading lines is a compositional technique that uses lines to guide the viewer's eye to a focal point in a video or photograph.

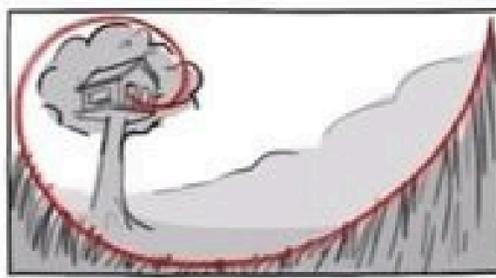
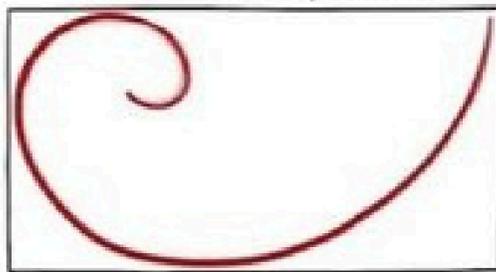


Composition examples

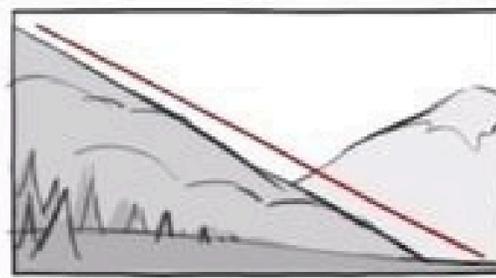
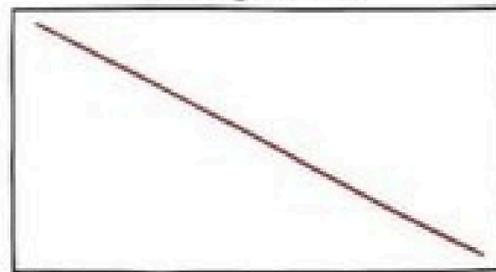
Rule of thirds



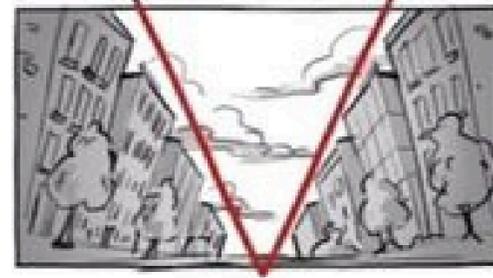
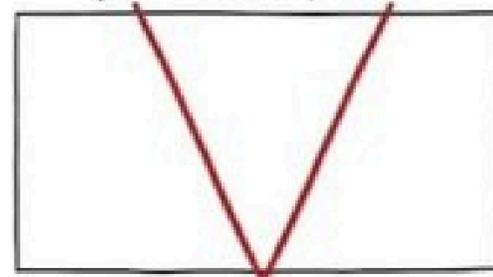
golden spiral



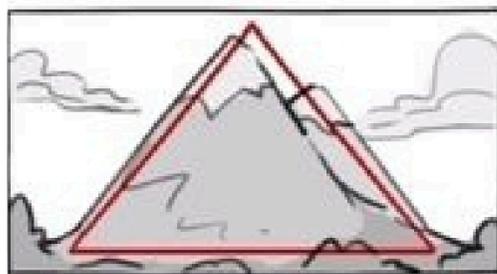
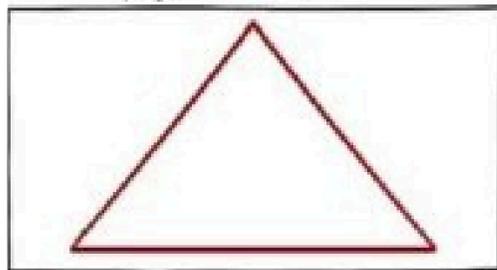
diagonal



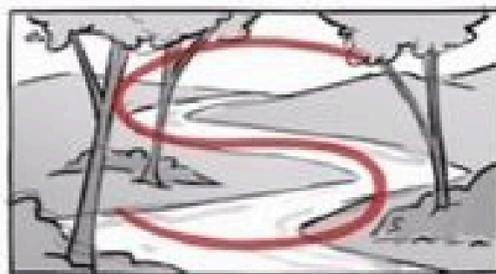
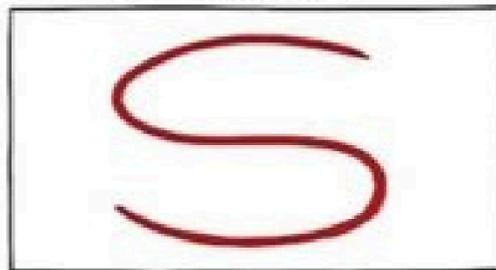
V-shape



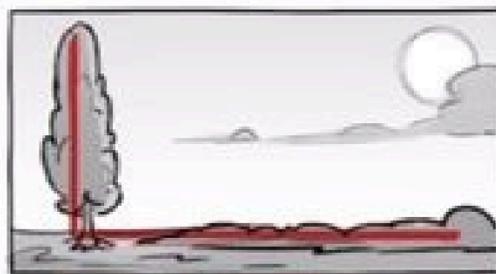
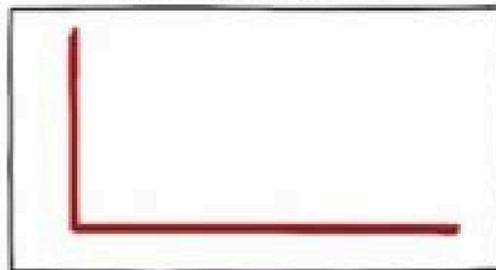
pyramid



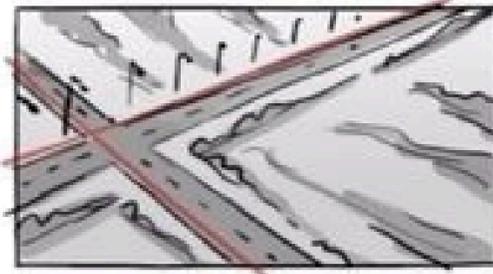
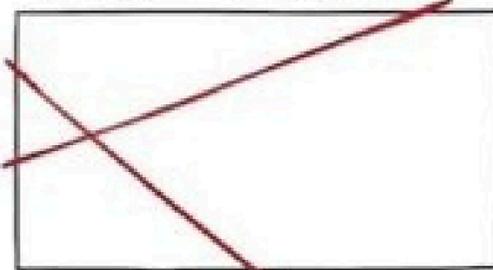
S-curve



L-shape

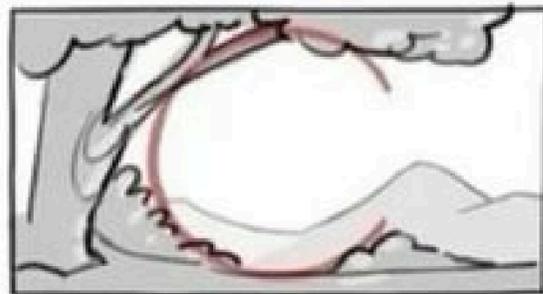
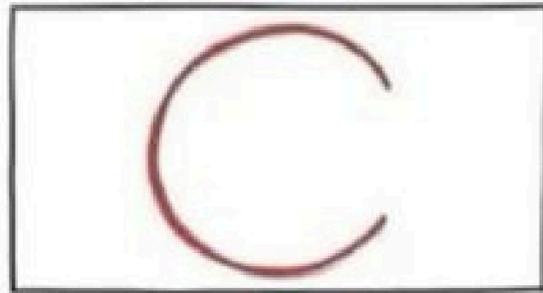


double diagonal

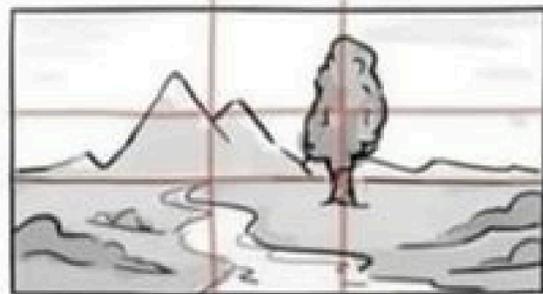
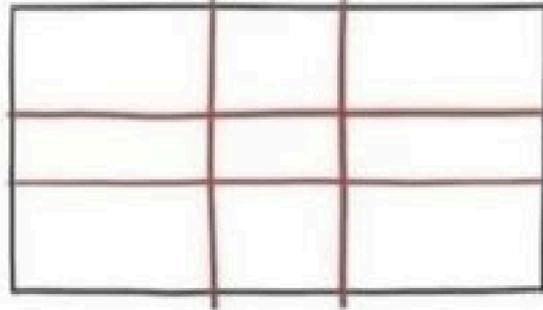


Composition examples

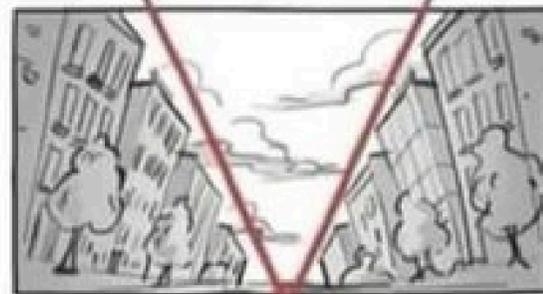
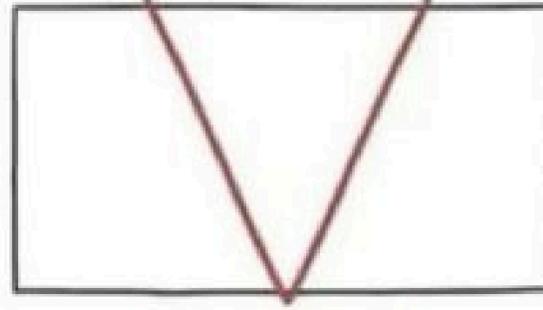
C-shape



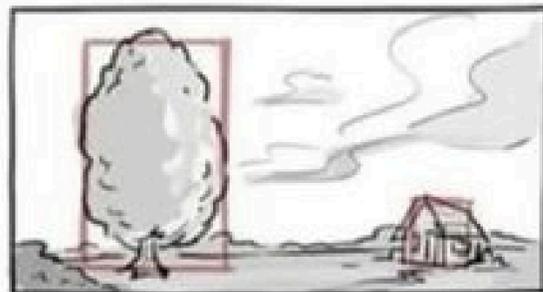
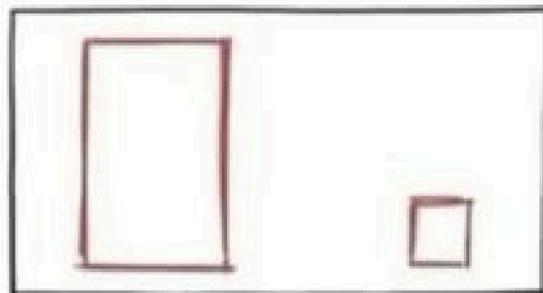
Golden section



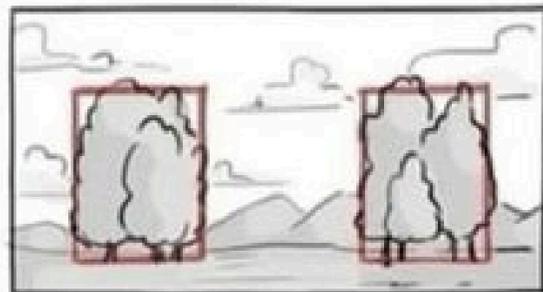
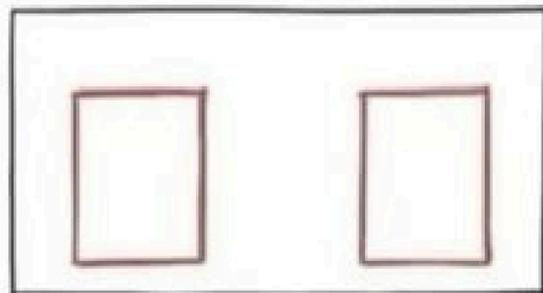
V-shape



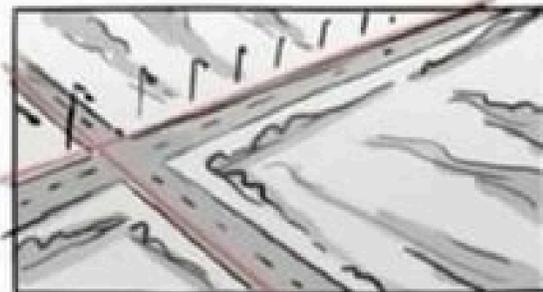
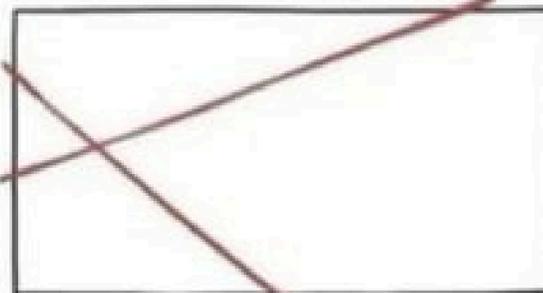
unbalanced



balance

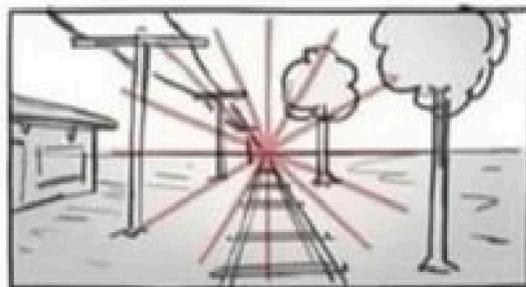
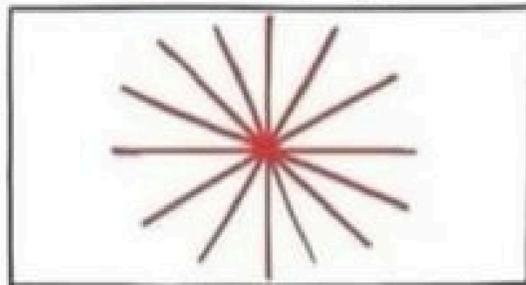


double diagonal

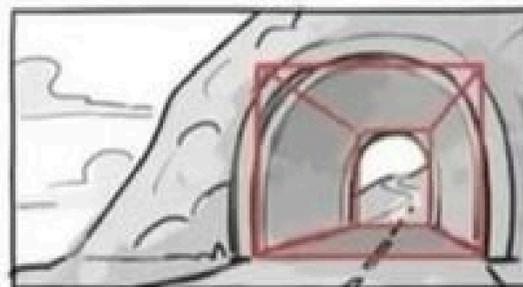
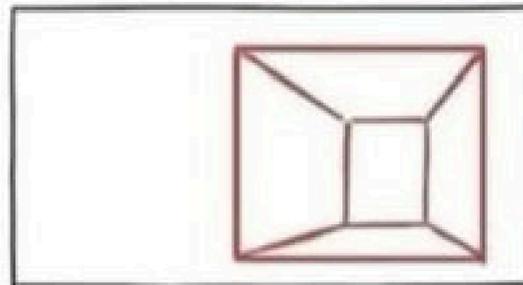


Composition examples

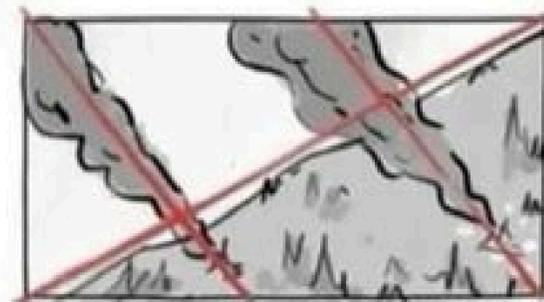
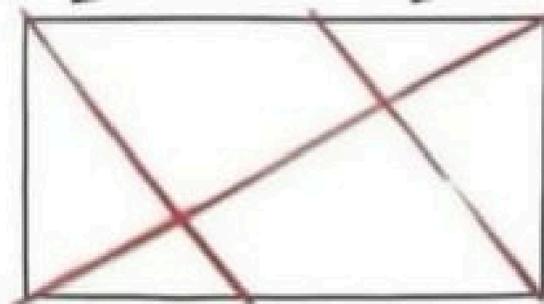
radiating



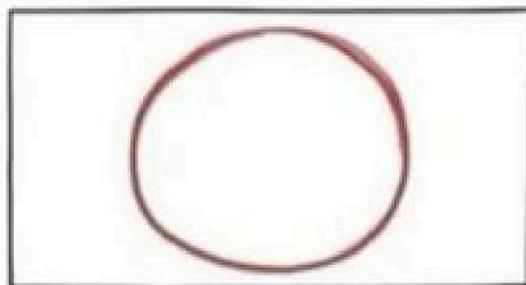
tunnel



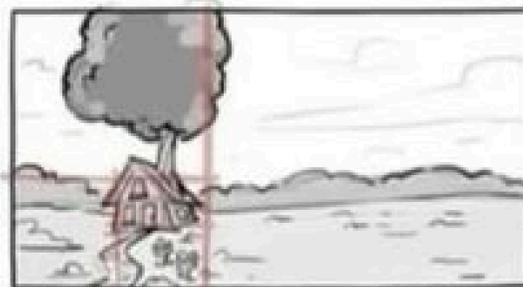
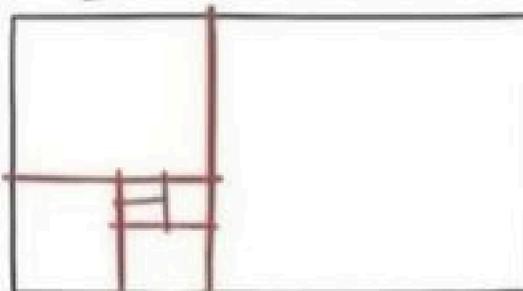
golden triangle



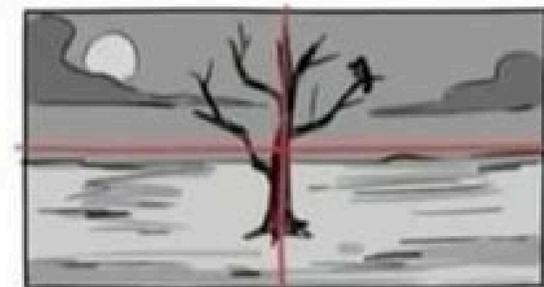
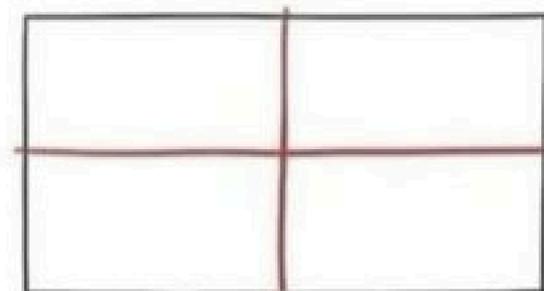
circular



golden section



CROSS

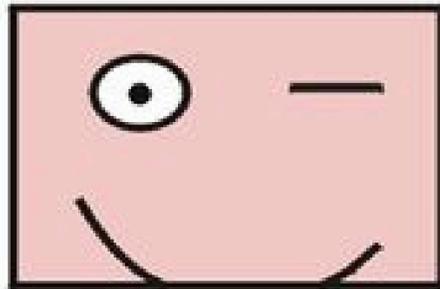


Framing

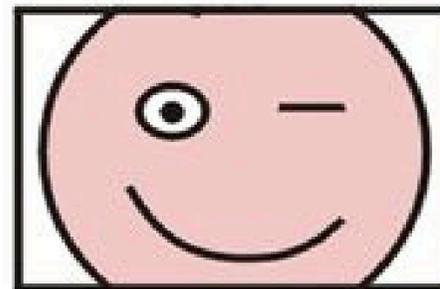
Frame yourself in the centre of the shot, head and shoulders is ideal. Too close can be too intense, too far away leaves a lot of blank space.



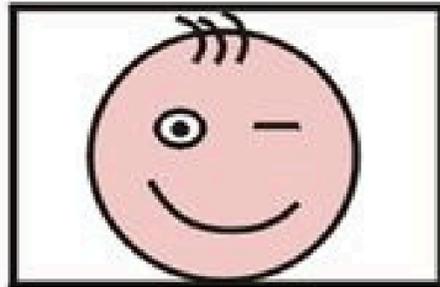
CLOSE-UP SHOTS



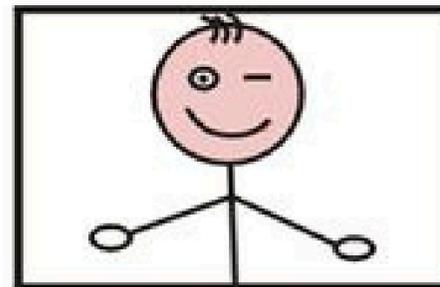
Extreme Close-Up (ECU)



Big Close-Up (BCU)

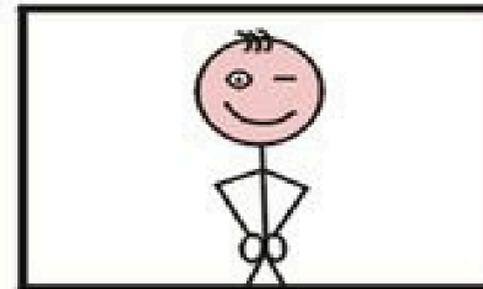


Close-Up (CU)

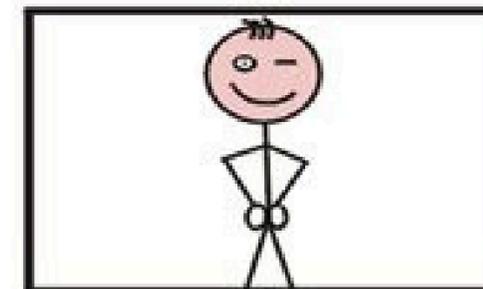


Medium Close-Up (MCU)

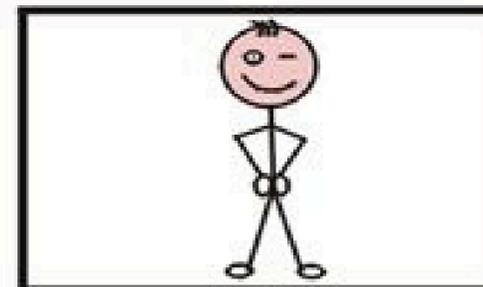
MEDIUM & LONG SHOTS



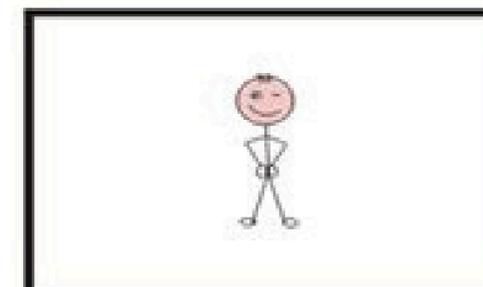
Medium Shot (MS)



Medium Long Shot (MLS)

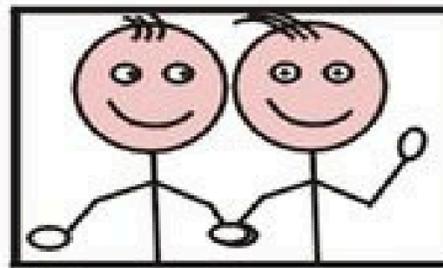


Long Shot (LS)

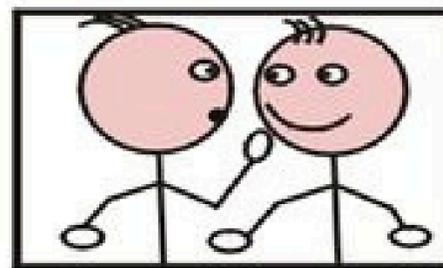


Very Long Shot (VLS)

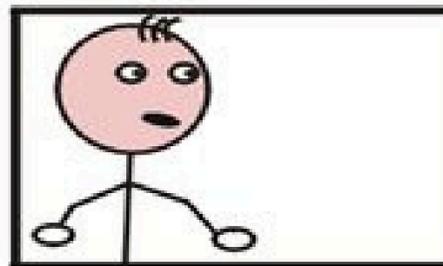
SPECIAL TYPES OF SHOTS



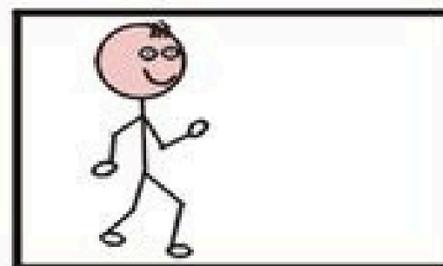
Two Shot (CU / MCU / MS)



Over the Shoulder Shot

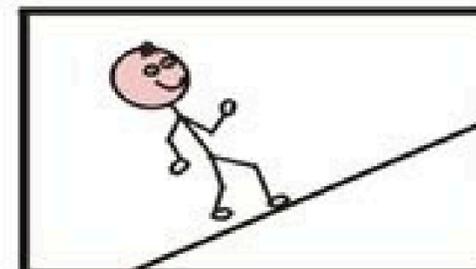


Interviewee looks / talks into space in the frame (and towards the interviewer)

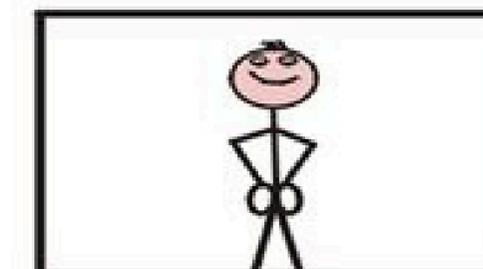


Moving subject walks into space

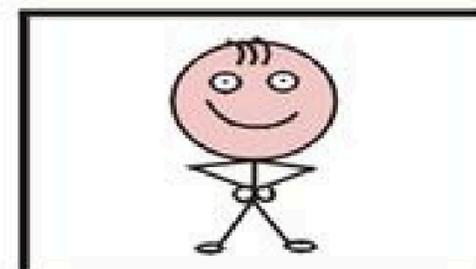
SPECIAL SHOTS



Tilted frame



Low Angle Shot (looking up)



High Angle Shot (looking down)



WIDE



LOW



LONG



HIGH



MEDIUM



DUTCH



COWBOY



OTS



CLOSUP



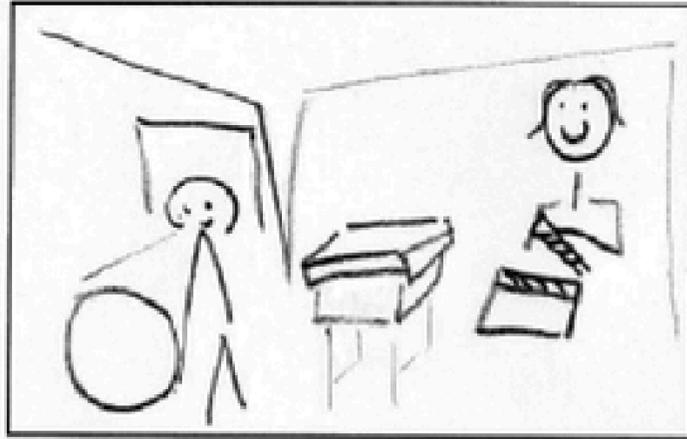
POV



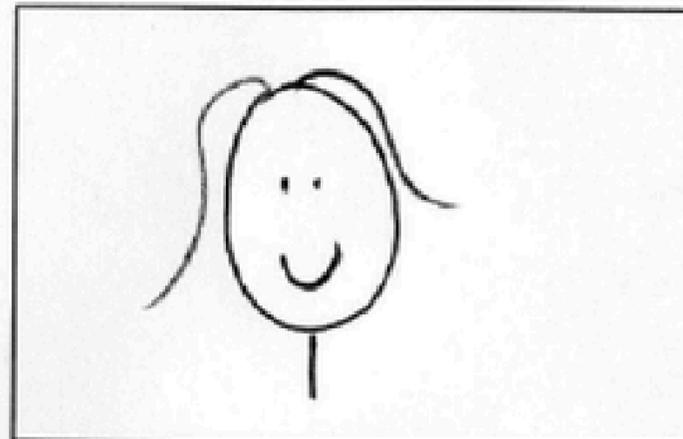
Composition walk

Go and video or photograph:

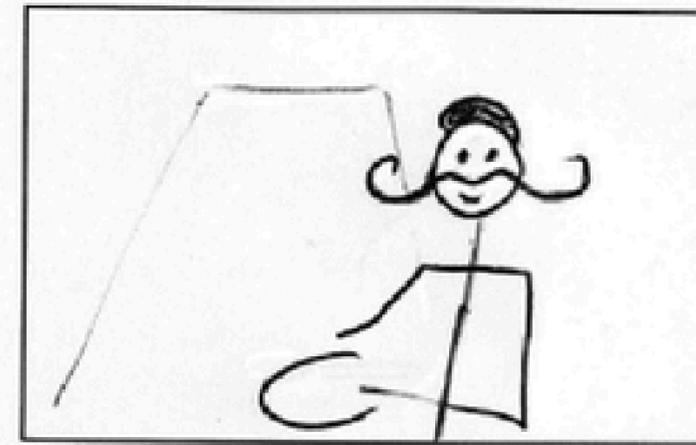
- Framing
- Symmetry
- Leading Lines
- Rule of thirds



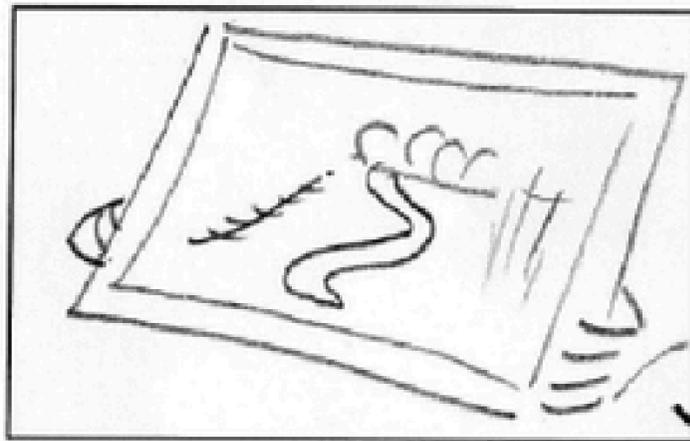
1. Wide shot of both Sarah and Callum illustrating where they are and what the film is about
Props: Megaphone, CLIPPER BOARD



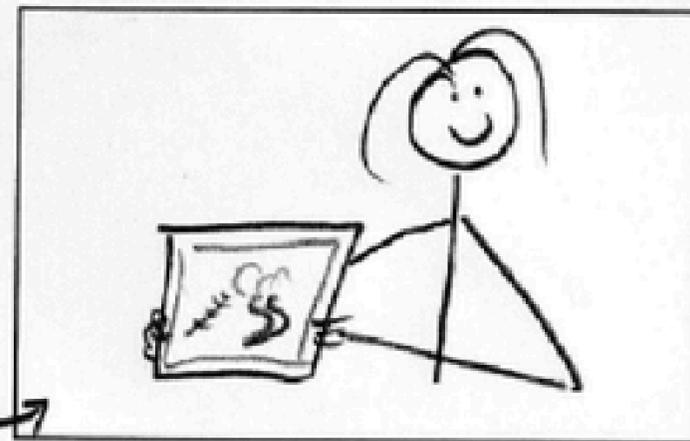
2. Close-up of Sarah speaking directly to camera
Script: Sarah
'One thing you must remember...'



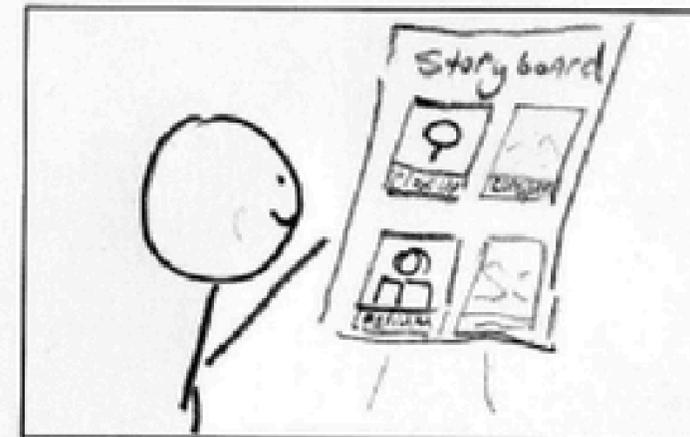
3. Low angle camera pointing up at Callum
Props: Moustache, Paintbrush
Script: Callum.
'Oops! Sarah is right...'



4. Close up of Sarah holding photograph



5. Camera zooms out to a wide shot showing Sarah speaking about using photographs to plan your storyboard.



6. Over shoulder shot of Callum pointing to drawings of different shots that you could try filming.

THE NARRATIVE ARC





Story

- What are you trying to convey?
- How do you want people to feel?
- What do you want people to take away?
- What do you want them to do after your video?

The video should be the start of a process, either engagement with website, following you, subscribing, booking. Something tangible.

You could include a Call to Action either in the video or in the caption, let them know what you want them to do.



What's your story?

What ideas do you have for your own story...

- What do you need to sell? (service/product)
- What do you need to say? (culture/mission)
- What does your brand stand for? (values/culture)



Ideas

- **Adverts** – very short, maybe funny, witty or inspiring content which people can quickly engage with and share.
- **How To** – useful content here. I would consider different angles though or else they could get boring.
- **Q&A** – Filming this live can work but you need to make sure you capture audio from the audience currently. You could prepare questions and answers and do it solo. Think about what you get asked often and turn it into a mini Q&A video.



Ideas

- **Vlogs** – a good candid way to film and “capture the moment” you might document your day out at a conference and share your learning etc. Be careful they don’t get too you focused and try to remember to give the audience value.
- **Facebook Live** – scary but fun. Make sure the setting is right and you won’t be distracted. You need to keep an eye on the live feed also during this sort of video.



Ideas

- **Testimonials** – a great way to promote your business, asking others to talk about how great you are!!!
- **Demos and Product Showcases** – again use multiple angles and close ups or it could get dull.
- **Talks and Presentations** – capturing you speaking publicly is a great way to showcase your skill, you can even use it on your website as a “hook” to get people interested to use your services.

Any Questions



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Web/Social

[DiscoverGosport](#)



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