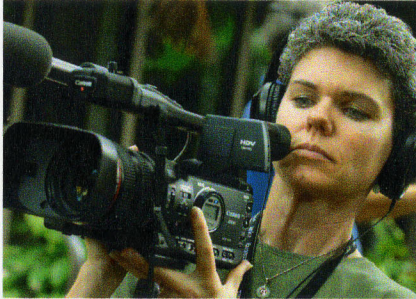


# 10 Video Commandments



## LIGHTING LAWS

### CAMERA ON THE SHADOW SIDE

Shadows are your friends. Use them to create separation and definition.

### KEY LIGHT AND BACK LIGHT ON OPPOSITE SIDES

The backlight creates separation from the background.

### DON'T FIGHT NATURE

Shoot with the light not against it. The sun goes to your back when you are shooting interviews.

### BABY YOUR GEAR

Keep charged batteries, keep plenty of tape, keep your camera dry and keep your lens clean.

No matter how big or small the job

## Pay Attention to These

### 1. Thou Shalt Not Pan nor Zoom

When the eye and the ear compete, the eye wins. Unmotivated zooms distract from the content.

### 2. Thou Shalt Hold They Shot for at Least 10 Seconds

You need at least a ten second shot to bag six dependable seconds of steady video. Count it off in your head. When shooting spot news, capture what is going to go away first.

### 3. Thou Shalt Seek Subjective

**Soundbites** You will always remember what you feel longer than what you know. Subjective bites are about thoughts, opinions, feelings, emotions and observations from the character.

### 4. Thou Shalt Shoot Cutaways and Sequences

Great photography is more about reaction than action. Capture wide, medium close-up and super close-up video. Close-ups will always get you out of binds in the edit room.

### 5. Thou Shalt Honor Great Lighting

Take the time to light it right. The most important lights, in order are the key light, back light and fill light. Keep the shadow side to the camera.



### 6. Thou Shalt Keep the Camera on the Shadow Side of the Interview



### 7. Thou Shalt Always Wear They Headphones.

Your meters may be jumping but it could be wind noise or interference.

### 8. Thou Shalt Seek Great Natural Sound

and be quiet while recording. Remember that the best natural sound is close-up. Be aware of environmental noise that ruin natural sound like traffic noise, copy machines and lawn mowers.

### 9. Thou Shalt Focus They Story into Three Words

Who-Did-What, Noun-Verb-Object. The more you focus the story the less you will have to shoot and plow through in the edit room on deadline.

### 10. Thou Shalt Seek a Strong Ending.

Constantly ask yourself what you will open and close with. Closing often work best when they involve "negative" action. That is action moving away from the lens, like a cowboy rising into the sunset.