

Sr. Wooly's Basic Video Production Rules

1. Hold your phone horizontally.
2. Don't film everything in one take. Break up your shot. Make a shot list.
3. USE close-ups. DO IT. And get close up to do it. DO NOT use the digital zoom..
4. Use wide shots sparingly.
5. Don't pan the area without a good reason.
6. When it doubt, film a segment in every type of shot. Get it as a close-up as well as medium and wide range. Also do it from different angles. You **will** need more footage than you think.
7. Scan the environment before you record. You don't want a dog pooping in the background.
8. Lighting--don't film in front of windows. Best lighting is at dawn or dusk. It's counter-intuitive but try to film in shadows.
9. Film at the subject's height, unless you have a good reason for doing otherwise. It is much more engaging. "He is shorter than I am" is NOT a good reason.
10. DO NOT EVER film ANYONE who has not given you permission to be on camera. NEVER EVER EVER assume permission from anyone.