

VIDEO

Shot Compositions:

ES	Establishing Shot (opening shot), also called “Cover Shot”
WS	Wide Shot or “long shot”
EWS	Extreme Wide Shot
MS	Medium Shot (“Waist Shot”)
MCU	Medium Close-up (“Bust Shot”)
CU	Close-up (“Head and Shoulders Shot”)
ECU	Extreme Close-up
OS	Over-the-Shoulder Shot
2-shot	Camera framing that includes 2 people...3 people would be a “3-shot...4 or more people would be a “Group Shot”

Headroom Space above a person or subject(s) head

Leadroom Space in front of a person or subject (in the direction of action)

Direction of Action The direction that the action is moving in.

Dutch Camera angle taken at a diagonal, tilting the framing on purpose so the framing is askew

Cut-aways Action happening at the same time as the main action...The most common example of a cutaway is the reaction shot while the interviewer or interviewee is talking. Cutaways can be used to cover jump cuts or can be used as “spare shots” or “safety shots”

Insert Shots A close up of an image that was in an earlier wide shot

Montage A series of quick shots cut from one image to the next quickly (signs, faces, etc)

Super Superimpose...One image superimposed on another image

Rack Focus To “change focus” switch focus from front to background Draws the eye to the one in focus

Point of Interest—Every shot should have a point of interest or main point that you want the viewer to notice.

Rule of Thirds

180 degree Rule Cameras cannot go beyond 180 degrees around the subject (unless you want to achieve that disoriented look)

Depth of Field The nearest to the farthest point in focus on the lens axis. (Lens axis being all that the camera can see.)

Camera Movements:

Pan Side to side movement of the camera (left to right)
Tilt Up and down movement of the camera
Truck Side to side movement of the entire camera/tripod (when it is mounted on wheels)
Dolly Moving camera closer towards or farther away from the subject (when camera/tripod are on wheels). Forward and backward movement.
Pedestal Raising or lowering of camera position via camera support (like a tripod)

Transitions:

Zoom in or out

Fade-in or Fade from Black (usually at beginning of a show/program)

Fade-out or Fade to Black (usually at the end of a show/program)

Transitions Digital Video Effects...(DVE)....

Dissolve One image fades out while a second image fades in

Wipe, Page Turn, Bars, etc

Cut Jump from one image to the next...no fancy transitions in between.

Graphic...Lower Thirds...Upper Left...character graphics

Noise/Grain/Static – When the camera tries to “see” in low-light, the picture is degraded...or grainy...An example is the COPS TV show...

Chroma-Key An electronic effect that replaces all of the surface of a picture that is either green or blue and cuts a hole and inserts another video source to replace it. ie: the weather report...also music videos.

“Key” Cutting of an image (usually text) on to a background image

Color Bars

AUDIO

Ambient natural audio from Surrounding environment. (birds chirping, traffic on the highway, etc.)

Establish music Start music off at a low volume...to establish that it is there.

Music Up Music increased to full volume

Music Out Music decreased to zero volume

“Music Under” Music at lower volume (can be “under” another audio source) Also called “music bed” or “underscore”

Cross-fade One source of audio fades out as another source fades in

Talent Host, newscaster, etc...On-camera people

VO Voice-over (voice over another picture)...narration...etc...

SOT Sound on tape

SFX Sound Effects

MOS Film shot without sound

EQUIPMENT

Fixture The lighting in a studio

Lamp The Light bulb

Production Switcher In Control Room

Monitors

Program (line-out) Monitor

Camera Monitors

Character Generator

Microphones—on-board, hand-held, shotgun, lavalier

On-Board: This is the mic that is already on the camera. Use this mic when camera is close to subject b/c it picks up lots of surrounding noise

Hand-Held: Use in noisy environments when you want to hear a speaker. I.e. News reporters...talk show hosts (in the audience)

Lavalier “Lav” Clip on mic. So you can be hands-free. In Interview situation, talk shows...news anchors, etc You can usually still see the mic clipped onto the talent’s shirt.

Shotgun “Boom” allows you to be further away from a subject but aim the mic at them...tv shows, movies, etc. (You don’t see the mic in the shot composition)

PRODUCTION STYLES

- Field/ENG Electronic News Gathering: Portable equipment on location (usually just one camera)
- Studio Live switching between multiple cameras with equipment permanently fixed in an indoor environment
- EFP (van) Electronic Field Production: Self-contained, multi camera studio that can be transported to virtually any location (news vans)

Tripod Shoe
Hot Shoe

Master Control

Control Room

Studio

Lighting: best time to shoot is early morning or late afternoon when the sun is at different angles. This way the sun provides depth for trees, etc... You can't see "through" the trees... If you shoot in the middle of the day the sun is straight above...so it doesn't give depth. You can't see "through" the trees...

Golden Rule of Directing: Always give your next ready command immediately following the previous command.

Production Process:

PRE-PRODUCTION:

 Treatment

PRODUCTION:

POST-PRODUCTION:

PRODUCTION TEAM:

CREDIT your SOURCES

CREDIT ROLL

Call to action

Tag line

Logo

Positioning statement

Tone statement

Target audience