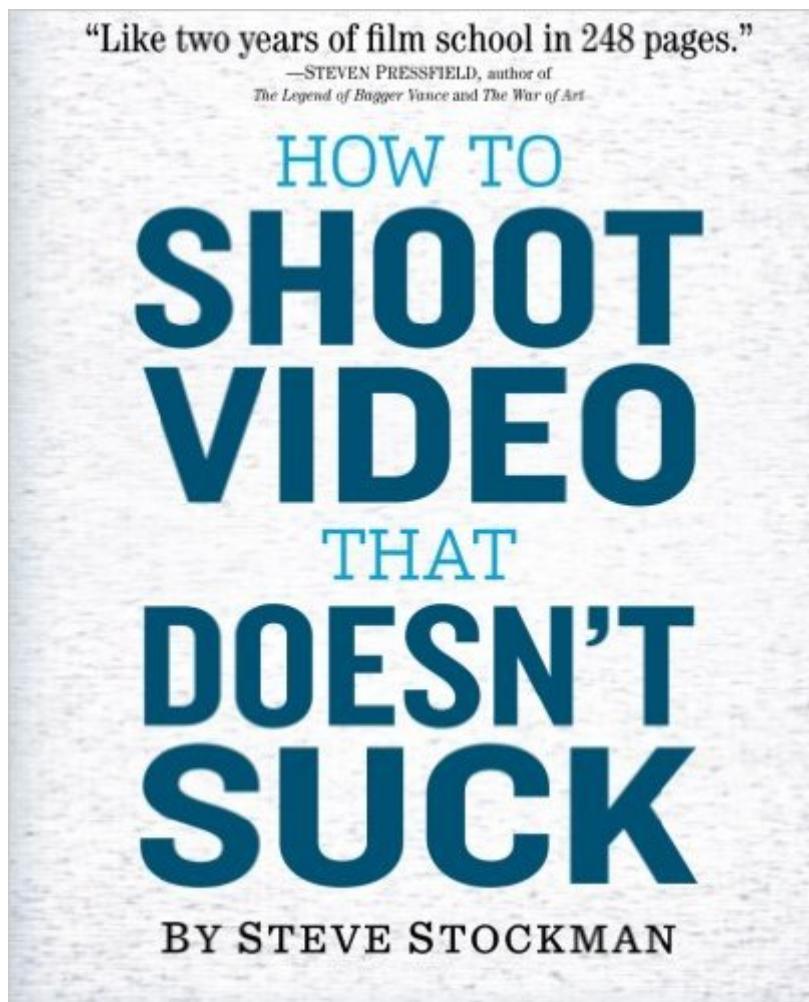


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# How To Shoot Video That Doesn't Suck: Advice To Make Any Amateur Look Like A Pro



## Synopsis

How to Shoot Video That Doesn't Suck is a quick and easy guide that will make your video better instantly-- whether you read it cover to cover or just skim a few chapters. It's about the language of video. How to think like a director, regardless of equipment (amateurs think about the camera, pros think about communication). It's about the rules developed over a century of movie-making--which work just as well when shooting a two-year-old's birthday party. Written by Steve Stockman, the director of *Two Weeks* (2007), plus TV shows, music videos, and hundreds of commercials, *How to Shoot Video That Doesn't Suck* explains in 74 short, pithy, insightful chapters how to tell a story and entertain your audience. How to shoot video people will want to watch. Here's how to think in shots--how to move-point-shoot-stop-repeat, instead of planting yourself in one spot and pressing "Record" for five minutes. Why never to shoot until you see the whites of your subject's eyes. Why to "zoom" with your feet and not the lens. How to create intrigue on camera. The book covers the basics of video production: framing, lighting, sound (use an external mic), editing, special effects (turn them off!), and gives advice on shooting a variety of specific situations: sporting events, parties and family gatherings, graduations and performances. Plus, how to make instructional and promotional videos, how to make a music video, how to capture stunts, and much more. At the end of every chapter is a suggestion of how to immediately put what you learned into practice, so the next time you're shooting you'll have begun to master the skill. Accompanying the book is a website with video clips to illustrate different video production rules, techniques, and situations.

## Book Information

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## Customer Reviews

With no prior training, I was immediately drawn to this book to improve the quality of my home videos. Here are my take-aways to Plan-Move-Point-Shoot-Stop-Edit:I. Plan: - Make sure that every video, scene, and shot has a clear intent of how you want the audience to react and be explicit - Select a point-of-view (the "side"/opinion of a specific individual) - Either script or build a checklist of an anticipated key shotsII. Move: - Keep the light behind you; make sure the lighting matches the story - Match location, background, and foreground to the story - Make moves in large incrementsIII. Point: - Focus on people's eyes to capture emotion - Do not move the camera or use digital zoom before or during the shot - Keep the focus of your image out of the middle square of a 3x3 grid - Use an external mic (lavalier or boom)IV. Shoot: - Make every shot an action with a clear hero and a beginning, middle, and end. - Make each scene answer questions from the prior scene and raise new ones - If using two cameras, manually sync their AWB (automatic white balance)V. Stop: - Keep shots under 10 seconds (if traveling, shoot two 10-sec shots per hour)VI.

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