

Focus and Keep It Simple

Hold your camera steady

- Stand with your feet shoulder width apart, and slight bend in your knees
- Hold camera with both hands creating a tripod effect with your two arms. You want to tuck your elbows in creating a tripod effect with your body.

BASIC FRAMES

WIDE

For landscape and establishing shots. Give a sense of place, a reference for people identify the scene.



MID RANGE

People in action, landmarks, marks of interest



CLOSE UP

Portrait, tools/accessories/knick knacks of interest. Allow people to see detail.

Tip: For close up and extreme close up shots, use a tripod. Don't be afraid to fill up the screen.

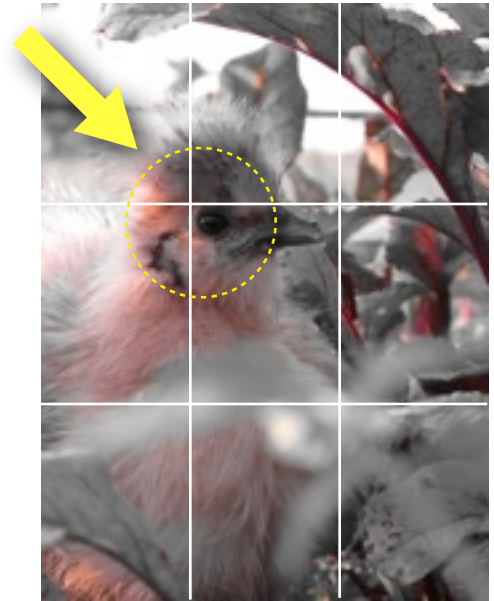
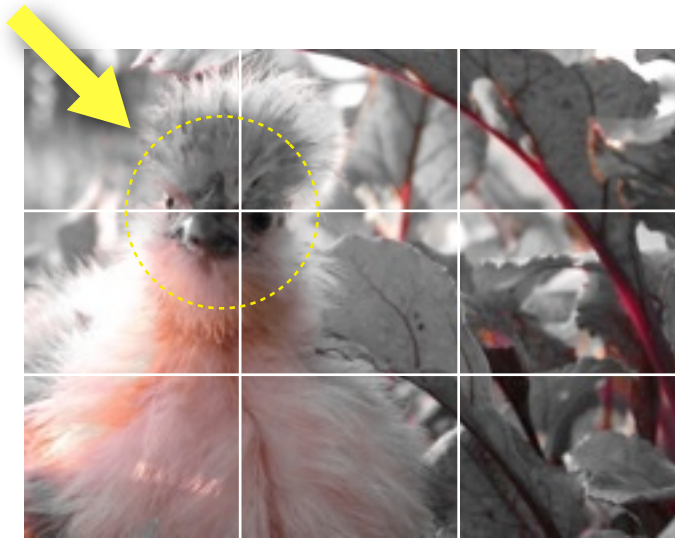


How to frame a picture: Rule of Thirds

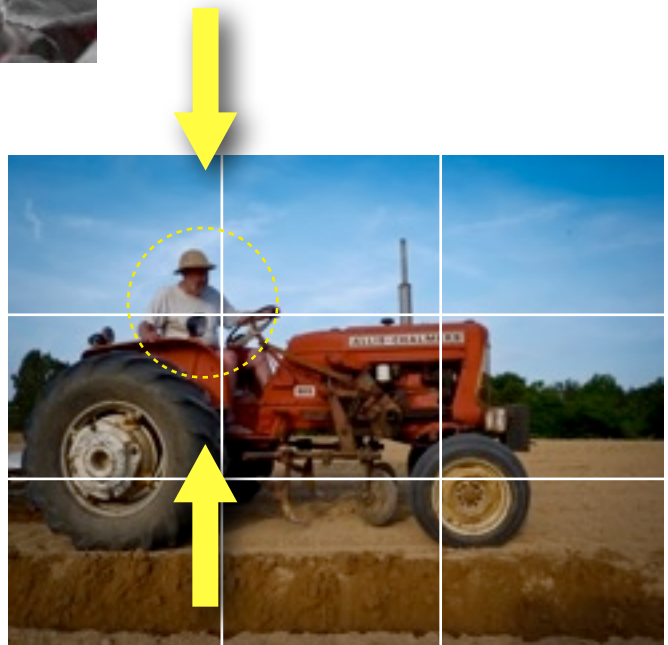
The **rule of thirds** is a compositional rule of thumb in visual arts such as painting, photography and design. Imagine a grid laid out on top of your image, dividing your photo in thirds horizontally and vertically. **Position important objects at the intersections of the lines.**

Aligning a subject with these points creates more tension, energy and interest in the composition than simply centering the subject would.

For faces, line up the eyes on the top third intersection.



For wider shots, line up the MAIN figure on the intersecting lines. A main figure can be a body, a building, an object. It is your main subject that lies on the intersecting points.



FOREGROUND INTEREST

An effective way to create depth in a photograph is to include a strong foreground. Emphasizing the foreground in this way will add depth to the picture by creating an entry point 'for the eye' pulling the viewer into the scene and giving the picture a sense of distance and scale. The trick is to shoot from a lower view point.

****Avoid** using close ups if you do not have tripod. Shows shakes easily.*

****Good** for wide angle lens.*



LEAD IN LINES (Diagonal Lines)

Lines represent depth in a picture and can be used to lead your eye into the picture and guide it around the scene. Lines are everywhere: man-made such as roads, paths and hedge rows, or natural such as rivers or the coast line – all will add dynamism to your photographs.



FRAMING Your Subject

Framing is the technique of drawing attention to the subject of your image by blocking other parts of the image with something in the scene. In other words, wrapping your subject, the object of your focus with another object or objects that will highlight your focus.



Understanding Light and Shadow

- Recognizing light sources and the type of effects you want to achieve
- Front light, back light, shadow
- Morning vs. Afternoon light
- Spring, Summer, Fall light
- Indoor (Tungsten, Fluorescent)
- Best times to shoot



VIDEO CHECKLIST:

What is your background?

Where is the light? What color is the light?

What are the limitations of your camera?

What is your main subject?

SHOOTING TIPS

1 - Let the image do the moving, don't move the camera

2 - Keep the shots short - 5 to 10 seconds

3 - Speak clearly and with short sentences.

INTERVIEWS

- Don't chop bodies at the joints. Cut off between the joints.
- Follow the rule of thirds and watch the amount of head room and nose room.
- Tell the interviewee the question before you turn on the camera to give them a moment to think about their answer.
- Be a director. Tell the person where to stand, pose, smile.



HOW TO PAN

Best to be avoided. If you must, pan with a tripod. Panning takes a lot of practice.

Static frames are easier to shoot (steadier shots). However, sometimes the action you want to capture is moving:

- Do not use your wrist.
- Keep your elbows tucked in to maintain the tripod effect.
- Point your foot in the direction of where you are going to end your shot.

DO's

- Static Shots
- Tripod – Keep the shot steady
- Short and Simple shots
- Lighting – Light should be on your back
- Change your perspective
- Pay attention to the background –
- Walk to your subject instead of zooming (if you can)
- Make sure your horizon line is level
- Keep your lens clean

DON'Ts

- 1) Firehosing
Avoid excessive back and forth, up and down movements with the camera.
Take short deliberate shots.
- 2) Avoid zooming in and out too much – Choose one: zoom in or zoom out.
- 3) Backlighting
Make sure the sun is to your back, especially in interviews, so the subject will be well lit.
- 4) Jogging
Avoid using your wrist to solely move the camera. Keep your elbows in and steady the camera using careful steps if moving with the object.
- 5) Head Room –
Avoid leaving too much space between the top of the head and the top of the frame. On the flip side, do not cut off people's chins.
- 6) No lead/nose room -
Leave space in the direction the subject is facing.
- 7) Don't grow trees out of heads. – Be aware of the background behind your subjects. Watch for poles, trees, objects that are behind the subject and may appear as if it is growing out of their head or other body part.
- 8) Don't use the digital zoom (picture quality is low)

PLANNING YOUR STORYBOARD

ALWAYS assume people have not seen any of your videos. Always introduce yourself, and state the purpose of the video.



Hi my name is _____ with FoodCorps.
Welcome to our school garden. (Wide or mid)



The students at ____ school
have started a garden.
(Introduce other characters in
the video)



We began with seedlings.
(close up)



The students planted the seedlings and tended the garden.
(Action - varied wide, mid, close)



And along the way, they made some new friends.



After months of hard work, the kids have reaped their rewards!



BE INVOLVED! Donate to FoodCorps to help us build healthy and happy communities! (ALWAYS end with a call to action and don't forget to mention your name or your group's name -- repetition is good)



Donate today, www.foodcorps.org

Resources

Free Video editing apps for Iphones, ipod touches and computer.

Vimeo 101 Editing Basics:

<http://vimeo.com/videoschool/lesson/32/video-101-editing-basics>

Vimeo editing app - <http://itunes.apple.com/us/app/vimeo/id425194759?mt=8>

YouTube Video Editor app <http://www.youtube.com/editor>

How to use YouTube Video editor:

<http://www.youtube.com/watch?v=c56pD6pbUr8>

<http://www.google.com/support/youtube/bin/answer.py?answer=183851>