



Top Tips For Shooting Video Footage For Online Use

Shooting online video is different to shooting video for other types of presentation. In this primer we'll provide tips for getting the best video possible.

Plan Out Your Video

Plan out your video before you shoot it. This will save you time during the shoot, and ensure that you get all of the shots that you need.

- See the **Example Production Schedule** on Page 3 - 4

Script the video if you need to, and write a shotlist.

- See the **Example Script** on Page 5 - 6

Video for the web needs to be shot slightly differently from normal video. Shots with a lot of movement or a busy background won't look as good as simpler shots.

It is best to take static, non-moving shots using a tripod. (ie. no handheld, side-to-side or up-down shots).

Web Video Is Viewed Smaller

When shooting a person or object, take a fairly tight shot - bear in mind that **web video is usually viewed smaller** than normal video, so the main focus of the shot needs to be extra clear.

Beginner videographers tend to cut shots too soon. Try and **shoot everything with at least 5 seconds before "action"** and 5 seconds after you think it should be cut.

This helps in the edit a great deal, as it gives more video to work with.

Whilst it is nice to have creative video, try and avoid the use of zoom. It doesn't usually have a positive effect.

Sound Tips – Cut Background Noise

When recording sound - pay attention to how much background noise there is, as this will affect sound quality - the camera microphone will pick up low rumbles, aircon, wind, in fact anything that moves - you may not notice this sound without paying close attention because your ears naturally filter distracting noise out.

(2)

Do whatever you can to reduce background sound (including turning aircons, fans or noisy equipment off), or the audio quality may be too poor to be used. If you can't do anything, consider using a voice over.

When deciding on the best lit position for a piece to camera, pay attention to the face of the person you are shooting - make sure you can clearly see the features and there isn't too much shadow/contrast. Have the person move if you need to.

The Background – Related To The Topic

The background for the shot should be of interest, and relevant to what the person you are interviewing is talking about. For example, if your interviewee is talking about horses, it would be good to have something horse related in the background (see www.peeweebit.com).

However, the background should not be **too** colourful or bright as this will detract attention from the person talking.

Quick Hints:

- Video is cheap - it is better to **spend a few takes getting the right shot** in the first shoot, than having to go back and reshoot later.
- Take **lots of cutaway shots** - these are shots that can be used in the edit to "cutaway" to if you need to move from one point in the video to another.
- You **don't have to shoot things in order** - shoot them in the order that saves you the most time, and they will be put in the right order in the edit.
- Finally, and once again, **plan out your video** before you shoot it. This will save you time during the shoot, and ensure that you get all of the shots that you need.

Example Production Schedule – Holiday Resort

www.theshore.com.au

Resort (900-1200)

Time	Location	Shot List	Art Direction
900 - 915		Greet & explain how shoot will run. Release forms if req.	
915 - 945	Brendon (In Front of Palm Trees/ Resort/ Pool)	<ul style="list-style-type: none"> • Intro • Voice Over • Outro 	Makeup (<i>Brendon</i>)
945-1000	Tour Desk	<ul style="list-style-type: none"> • Smiling and Greeting (<i>Justine</i>) 	Makeup (<i>Justine</i>)
1000-1015	Entrance	<ul style="list-style-type: none"> • WS Street View • Closer Entrance Shot 	
1015-1030	Pool	<ul style="list-style-type: none"> • WS Pool/Spa/Deck Chairs • Spa 	Rearrange Deck Chairs
1030-1045	BBQ	<ul style="list-style-type: none"> • WS BBQ Area 	Rearrange Tables and Chairs
1045-1130	Bar/Restaurant	<ul style="list-style-type: none"> • WS Restaurant • CU Meal 	Restaurant Meal
1115-1200	Rooms	<ul style="list-style-type: none"> • Bedroom • Living Area • Foxtel • Kitchen • Balcony • Bathroom/Spa • Beach View • Pool View 	Flowers & Vases Lamps

Location Move: Surfers Paradise Mall (15 minutes)

Surfers Paradise (1215-1300)

Time	Location	Shot List
1215-1230	Beach	<ul style="list-style-type: none">• Pan from HA Beach• Coastline w/ Surfers in b/g (walking POV)
1230-1300	Mall	<ul style="list-style-type: none">• Surfers Paradise sign with Beach view• Shops & Restaurants WS• Neon Lights?
(Still Photos)	Shopping	<ul style="list-style-type: none">• Theme Parks• Casino• Hinterland• Surfing

Example Website Video Script - The Shore

BRENDON Smiles at the Camera, with a view of The Shore in the background.

BRENDON (To Camera)

Overlooking the spectacular beaches of Surfers Paradise, The Shore Apartments offer spacious accommodation and panoramic views from a convenient beach-side location.

The Surfer's Paradise sign overlooks the main Surfer's beach. People walk through the Surfer's Paradise Mall, enjoying shopping and dining.

BRENDON (VO)

The fabulous shopping, restaurants and night life of the famous Surfers Paradise are only 3 blocks away, and you can walk along the beach to get there.

The Shore is viewed from the street, with the esplanade in the background.

BRENDON (VO)

The Shore has convenient and secure parking, and you can pick up last minute groceries at the convenience store or bottle-o next door, otherwise Coles is only three blocks away.

The Shore's apartment living area looks spacious and modern, there are movies playing on the television and the kitchen sparkles.

BRENDON (VO)

Relax in our spacious and modern one bedroom apartments, watching movies on Foxtel, or enjoying a leisurely breaky in our fully-equipped modern kitchens.

The spectacular view from the balcony overlooks the sand and surf of the beach.

BRENDON (VO)
Soak up the sun and ocean breeze,
before strolling just across the road
for some sand and surf.

The pool looks cool and inviting, the spa bubbles warm and relaxing, and the BBQ is ready to use.

BRENDON (VO)
Unwind poolside or with a hot spa,
cook up a feed on the Barbie...

The in-house bar/restaurant staff smile as they serve up a delicious looking meal.

BRENDON (VO)
...or enjoy the evening in our in-house
bar and restaurant.

JUSTINE (or TERRY) smiles from behind the tour desk and offer brochures on the latest attraction.

BRENDON (VO)
Our tour desk can arrange a huge range
of activities, including theme park
visits, casino shows, surfing lessons,
jet-ski hire, hinterland tours, fishing
trips and much more.

Brendon smiles with The Shore in Background.

BRENDON (To Camera)
Book the holiday you've always wanted,
in spacious apartments, overlooking
the beach and close to the heart of
Surfers Paradise at The Shore, one of
the best value holiday apartments
you'll find.

End Frame BRENDON Smiling.