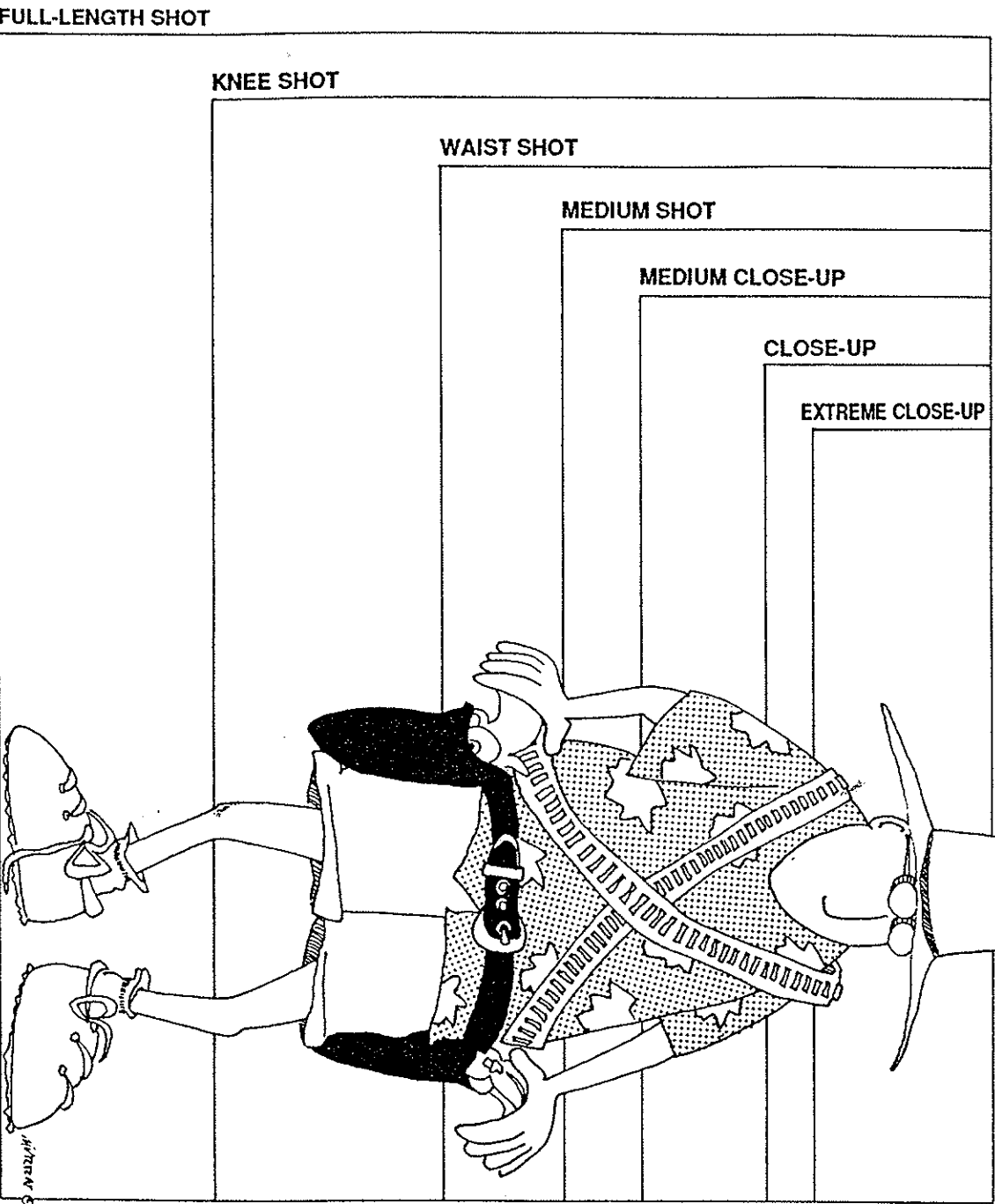


PRODUCTION TECHNIQUES

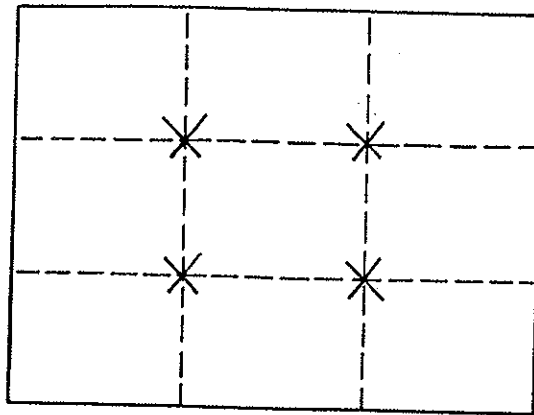
Frontal Shots



Choose your shots carefully, not only for their visual quality but also for the emotional impact they will have on the audience.

Source: *Kid Vid* Fundamentals of Video Production by Larry Black & Zephyr Press 1989

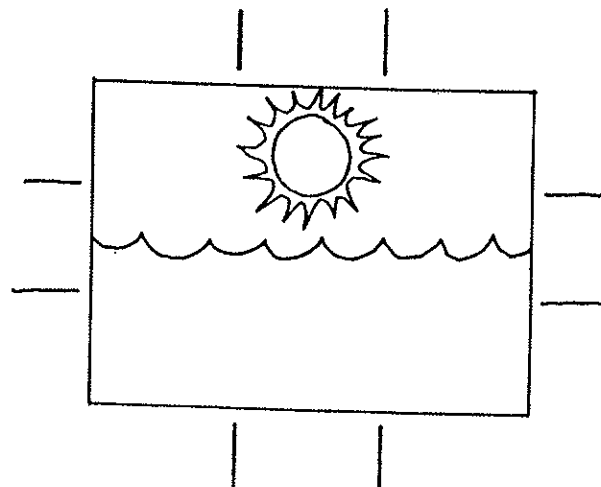
RULE OF THIRDS



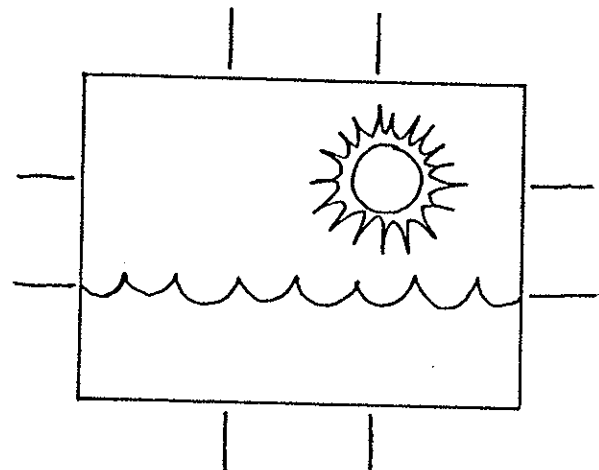
The rule of thirds is an old, old theory about composition that still works pretty well. It won't compose the picture for you, but it'll at least give you someplace to start.

The idea is to mentally divide the frame into thirds horizontally and vertically. Then you place your elements along the lines, preferably with the center of interest at one of the four points where the lines cross.

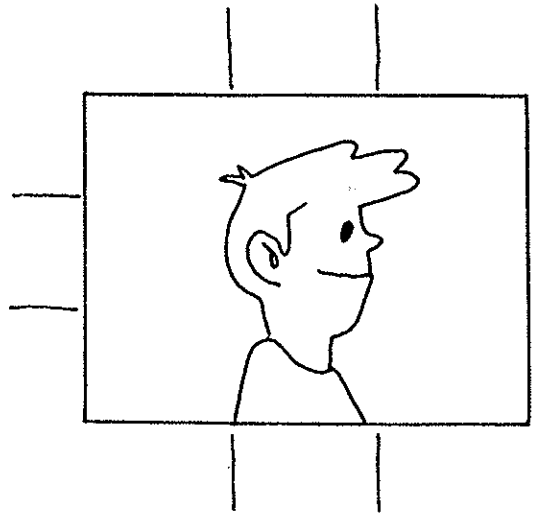
Here are some examples of compositions improved by using the rule of thirds:



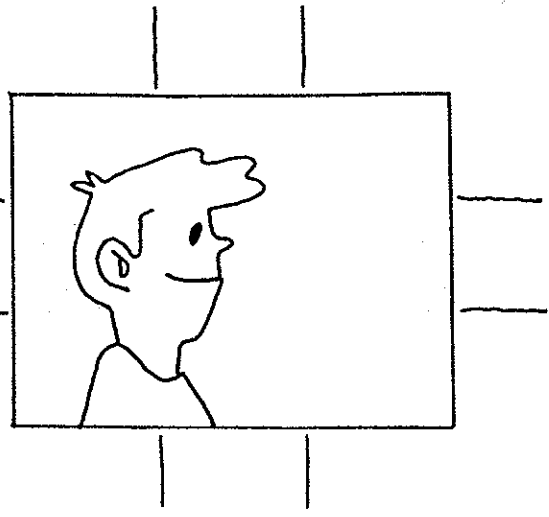
WITHOUT RULE OF THIRDS



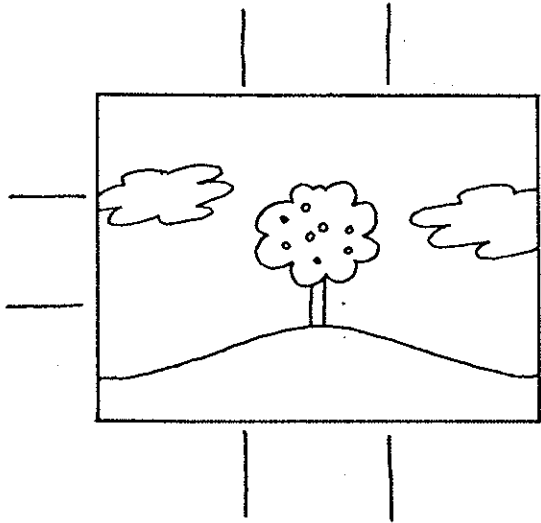
WITH RULE OF THIRDS



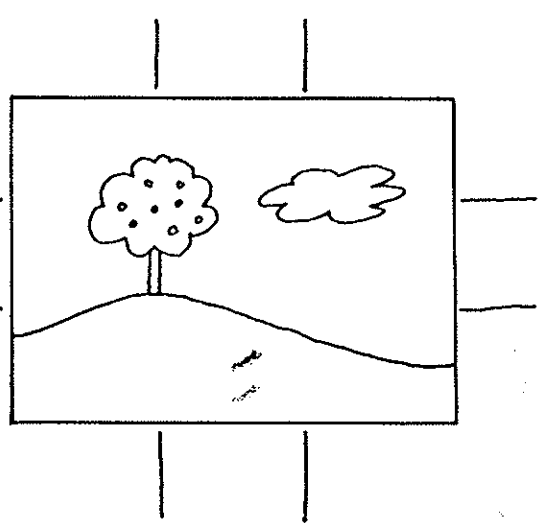
WITHOUT RULE OF THIRDS



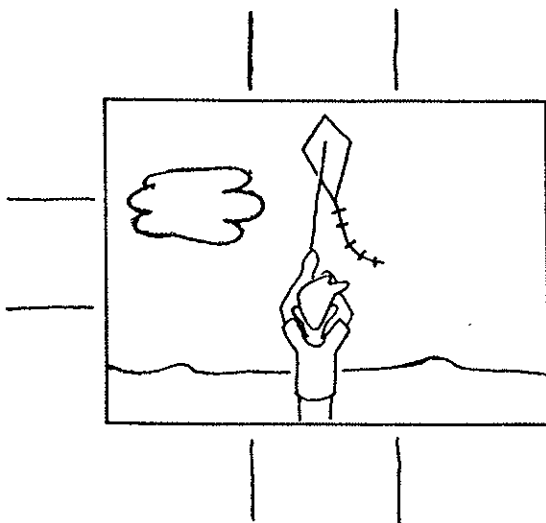
WITH RULE OF THIRDS



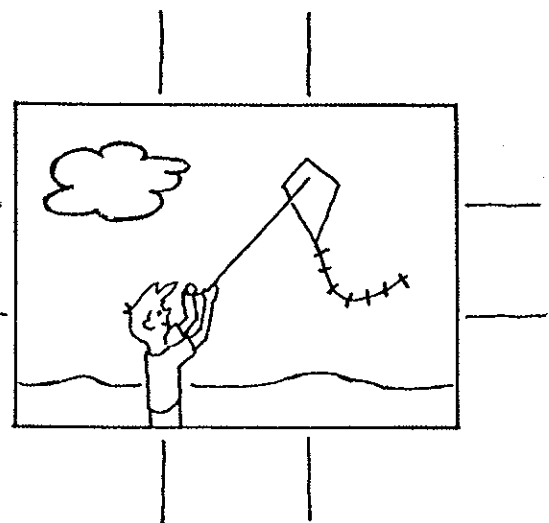
WITHOUT RULE OF THIRDS



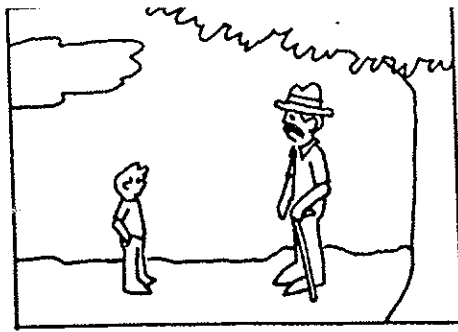
WITH RULE OF THIRDS



WITHOUT RULE OF THIRDS



WITH RULE OF THIRDS



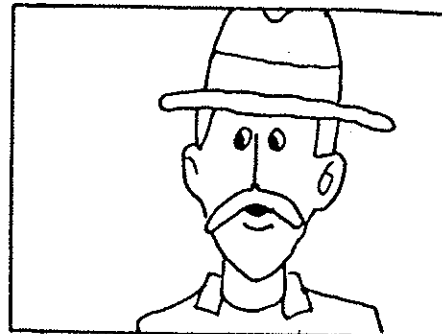
WIDE SHOT

A WIDE SHOT or ESTABLISHING SHOT is simply that--a shot that's wide enough to establish your subject in the mind of the viewer. In this particular case, we see the man, the boy, and enough of their surroundings to establish that they're in the great outdoors.

Remember, a WIDE SHOT doesn't have to show everything--just everything that's important. A WIDE SHOT of a mountain would be a landscape. A WIDE SHOT of a man typing might show only the man and his computer, eliminating from the shot the rest of his desk and the surrounding office. A WIDE SHOT of an ant would be a fraction of an inch across.



MEDIUM SHOT



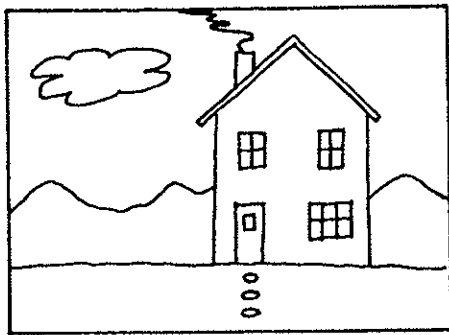
CLOSE-UP

The MEDIUM SHOT and the CLOSE-UP are, like the WIDE SHOT, endlessly variable, depending on your subject and your own point of view.

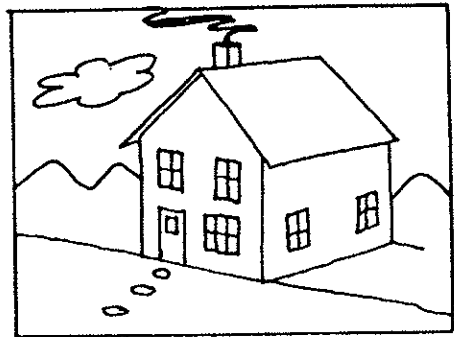
Essentially, the CLOSE-UP is the tightest, the closest you choose to be to your subject. In a person, it's usually a full head shot, as shown here. The MEDIUM SHOT falls somewhere in between the WIDE SHOT and the CLOSE-UP.

ANGLES

Reality has three physical dimensions: height, width, and depth. In pictures we have only two dimensions: height and width. To give the illusion of depth, we show things at an angle, so we can at least see two sides.



FLAT



ANGLED

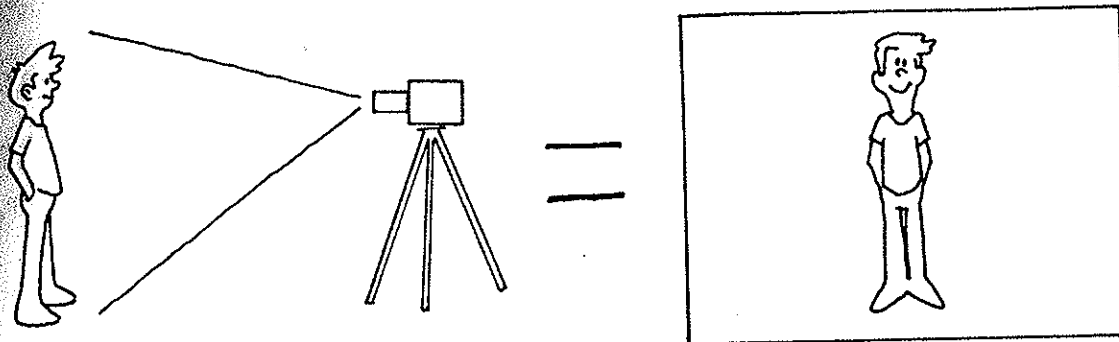


FLAT

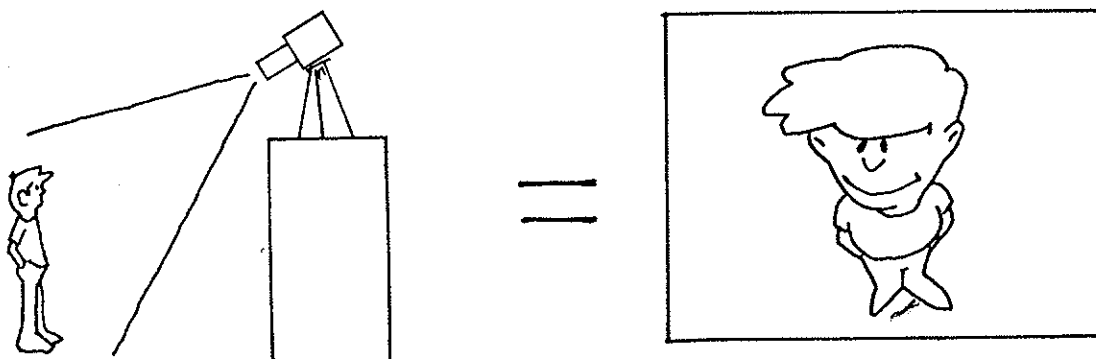


ANGLED

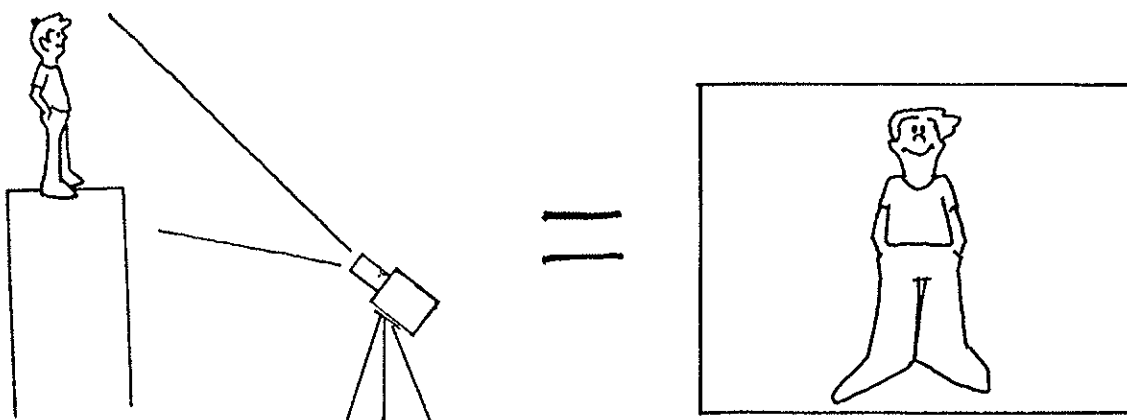
The angle created by the difference in height between the camera and the subject makes a definite impression on the viewer:



When the camera and the subject are at the same height, it gives the feeling that the viewer and the subject are of equal value.



When the camera is higher than the subject, it gives the feeling that the subject is inferior, smaller, less important.



When the camera is lower than the subject, it gives the feeling that the subject is superior, larger, more important.

By raising or lowering your camera, you can subtly influence how your viewer will perceive your subject. This is used to great effect in horror films and political TV commercials.