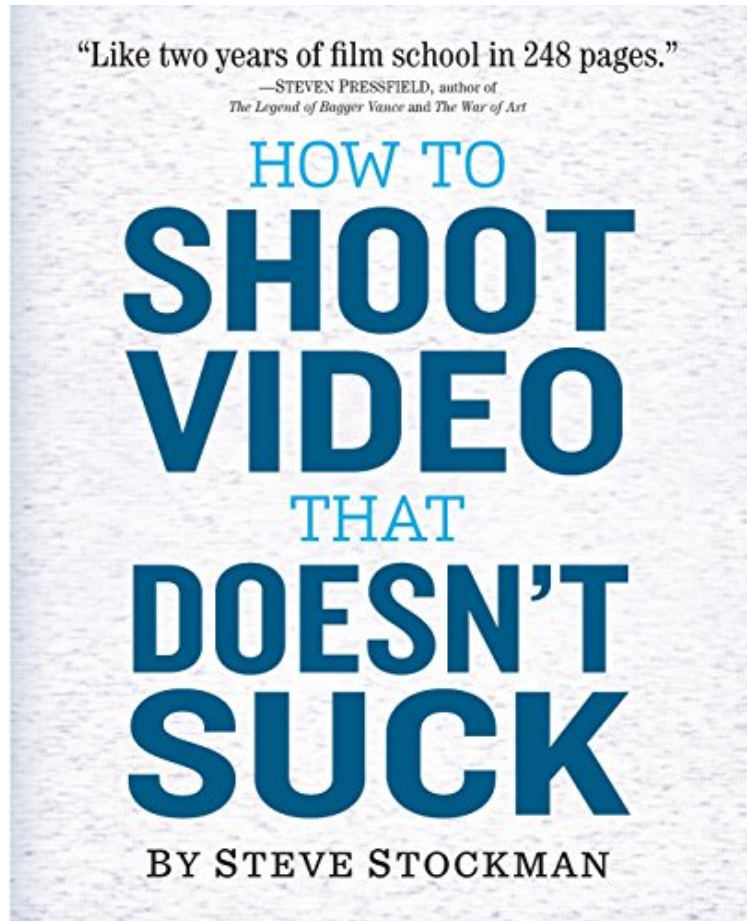


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How to Shoot Video That Doesn't Suck: Advice to Make Any Amateur Look Like a Pro

Steve Stockman

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Steve Stockman : How to Shoot Video That Doesn't Suck: Advice to Make Any Amateur Look Like a Pro

before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Shoot Video That Doesn't Suck: Advice to Make Any Amateur Look Like a Pro:

248 of 254 people found the following review helpful. Great title, good insights, so-so structure By Jeremey Donovan With no prior training, I was immediately drawn to this book to improve the quality 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 shots II. 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 increments III. 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 (lavaliere 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 synch their AWB (automatic white balance)V. Stop: - Keep shots under 10 seconds (if traveling, shoot two 10-sec shots per hour)VI. Edit: - Keep videos as short as possible; if doing a how-to, consider breaking into a series - Edit out everything that does not need to be there - Limit the use of graphics/text/titles; if used, make text/titles simple (ex: Helvetica) and effect-free - Consider using a call-back to link the final shot to the initial shot - Music Sound: Test music that is on-story, counter-story; and unrelated and see what works; Add natural sound effects - Rely almost completely on cuts with a rare wipe (to convey movement) and even rarer dissolve (to shift to a somber mood) - Seek feedback and address all common concerns and think about unique ideas/concerns[UPDATE: I updated this review from 2 stars to 5 stars on Jan 14, 2013. Though the book has a high degree of redundancy, it has truly transformed the way that I approach video.]1 of 1 people found the following review helpful. Excellent AdviceBy Panguitch JoeWell written. Excellent Advice for the aspiring videographer as well as good reminders for the more experienced camera operator. Should help anyone at any level improve their skill level at producing video that doesn't suck.1 of 1 people found the following review helpful. Engaging, informative, and to the pointBy Kevin PhotoJust like his editing advice, the book is devoid of fluff. Every short chapter is interesting, relevant, and entertaining. His sense of humor is easy and like-able, not contrived. For new to beginning-intermediate film makers, there is a wealth of information. It is purposely lacking in technical information, which I think is perfectly on-point. There are many other books that cover the technical aspects of filmmaking. This book is about creating great content, and after all - content is king, right? My only wish would be that the frequent links in the book to related content on his blog would actually link to the specific content. Many times it just links to the main page of the blog/site and you have to search for the example you came for. Fortunately, the site is also interesting and helpful, so you will probably find something else of value there as well.

Newly updated and revised, *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 and 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 on your phone. Written by Steve Stockman, the director of the award-winning feature *Two Weeks*, 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. In other words, how to shoot video people will want to watch. Here's how to think in shotshow 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 subjects 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've learned into practice, so the next time you're shooting you'll have begun to master the skill. Steve's website (stevestockman.com) provides video examples to illustrate different production ideas, techniques, and situations, and his latest thoughts on all things video.

.com "Like two years of film school in 248 pages" - Steven Pressfield, author of "The War of Art" and "The Legend of Bagger Vance" "Stockman has packed a veritable film school between the pages of this highly informative, yet entertaining book. Very highly recommended." Videomaker Magazine "Great tips from a video expert." PC World "Whip-smart and funny... teaches readers how to think about film and reveals the why and when behind techniques; there is next to zero tech or tool talk." Library Journal "His simple-to-follow guide takes readers step-by-step through the film- and video-making process" Kirkus s