

## Tips for Good Photos and Videos

### Use the Rule of Thirds.

If you zone the screen into thirds, place the primary points of interest on (or near) one of those lines. Try not to let any horizon or other lines cut the picture in half.

### Landscape, not portrait

Always hold the device (camera) landscape when shooting video.

### Use variety.

Variety is better — when taking stills try to keep a set of photos that tells a story about the event you photographed. This doesn't mean you need to end up with loads of shots that all look exactly the same as each other.

- ▶ A set should have close-ups, wide shots, cool angles, and different point of view.
- ▶ It is always useful to have some alternatives.

### More is better

You will not wear out the shutter. It's OK to take 25 pictures or short videos just to get one really nice one.

- ▶ Review and organize your photos right away.
- ▶ You should always delete the bad mistakes.

### Have more questions? Need help? Contact:



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Effective video production requires — and deserves — proper planning.

### Most production activities can be organized into three general categories:

- ▶ Preproduction
- ▶ Production
- ▶ Postproduction

#### Preproduction

Preproduction defines, plans and organizes the project.

- ▶ Determine the message or purpose of your video.
- ▶ Identify the audience for your video.
- ▶ Consider how the video will be distributed.
- ▶ Prepare a script or outline of the message.
- ▶ Plan your production efforts (see below).

#### Production

Production is the acquisition of media used to produce the video. This includes:

- ▶ Video recording
- ▶ Audio recording
- ▶ Photography

#### Postproduction

- ▶ Postproduction is the manipulation and assembly of the acquired media.
- ▶ Editing is the selection and sequencing of video clips.
- ▶ It also may involve the addition of narration, music and graphics.
- ▶ The last step is to render the completed video to the format suitable for the intended distribution.

Including these considerations in the planning of your video production project can help use your resources most effectively.