

# Video: Planning, producing and shooting





# The small print

## Prerequisites

Time in the workshop is precious – it is an opportunity for you to interact with the workshop leader and other participants through questions and discussions and to share your experiences and concerns. To make the most of this time we sometimes ask you to carry out learning activities ahead of the workshop so that everyone comes into the class with the same basic knowledge. We keep this prior learning to a minimum and often make use of online videos. Online videos provided through LinkedIn Learning can be accessed by University members anytime, anywhere, through a browser or app.

Your course booking will tell you if any prior learning activity is required. If you don't have an environment where you can do this learning, you can come along to one of our LinkedIn Learning sessions. These are a quiet space where you can work through videos or other workshop resources.

If you turn up to a workshop without having done the prior learning, the workshop leader may suggest that you come back on another session.

## Copyright

Kieran Suchet makes this booklet and the accompanying slides available under a Creative Commons licence (BY-NC-SA: Attribution-NonCommercial-ShareAlike).

The Oxford University crest and logo and IT Services logo are copyright of the University of Oxford and may only be used by members of the University in accordance with the University's branding guidelines.

## About the workshop designer

Kieran Suchet has more than twenty years' experience teaching across the UK and Europe. His effective use of communicating ideas through text and digital media has benefitted clients ranging from university students to top level government officials and industrialists. In tandem with his work in bespoke tutoring, Kieran works as an actor and writer and has just launched his own production company Fruit Bat Films.

Version	Date	Author	Comments
1.4	April 2023	Kieran Suchet	Course Book updated
1.3	March 2022	Kieran Suchet	Slides updated
1.2	August 2019	Kieran Suchet	Created

## About this workshop

This class will give you an insight into some of the techniques and equipment used in creating videos for uses such as interviews and work presentations. It will introduce a workflow of: planning and capturing content which will be useful across all your media work.

## What you will learn

This course will teach you the basics of producing and shooting a professional-looking short video. You'll learn everything from shot sequences and interviewing, to storyboarding and structure. It will give you a solid knowledge of the basics of production and filming up to the point of editing.

In this session we will cover the following topics:

- Creating storyboards
- Writing shot lists
- Location scouting
- Camera shot types
- Camera movement
- Shooting video sequences
- Shooting interviews

## What you need to know

You do not need to have any prior experience in shooting video.

If you need to review these activities, LinkedIn Learning is a great place to get guidance. There is an activity with relevant videos in the IT Learning Portfolio: visit [IT Learning Portfolio | IT Learning Centre \(ox.ac.uk\)](#) and search for "Video activity".

## The resources you need

Exercise instruction and equipment will be provided in class and you will use the techniques taught to gather your footage. The given exercises are easy and effective and have a step-by-step approach that many will find useful.

## Learning Objectives

This workshop has the following learning objectives:

Learning Objective One – Determining style, genre & audience

Learning Objective Two - Planning the shoot

Learning Objective Three – Gathering the footage

# 1 Why are you making a video?

This might seem like an obvious question, but you would be amazed how many people don't think about this – even professionals. Don't skip it. Having a clear, focused idea about what your video is about and who it's for, is critical to the production process and all the decisions you are going to make about what you shoot and why.

Think about it and write down your answer to this question. It will only take a few minutes, but it's worth it.

## 1.1 Purpose

Think about what your video is for.

Are you entertaining or educating? Do you need to be serious, and get across an important message, or can you be silly, irreverent and funny?

Is it instructional or informative? Are you trying to teach something, or show us how to do something ourselves?

Is there a selling point or commercial aspect? Are you trying to convince someone to come on a course, ask for some funding, or buy into an idea you've got?

What kind of ideas do you want to implant? What's your message? Think about what you want your audience to come away with. All these questions will help you clarify exactly what you need to achieve in your film.

## 1.2 Audience

Think about the ages of the people who might be watching. Are they going to be school children, undergraduates, your peers, A-level pupils or retired professionals?

What about gender? Are you aiming your piece at men, women or both? How will this affect what you film?

Consider their background. Will their culture, nationality, religion or education matter to how you put together your film?

## 1.3 Title

After considering all the above questions, and more, you've hopefully developed a crystal clear idea of exactly who your video will be aimed at and what they will get out of it.

Give your film a title. And maybe a subtitle too. It will probably change by the time you get to your final edit, but it will maintain your focus and help keep you on track during the filming process.

### **Learning Objective One: Why are you making your video?**

***Time: 5 mins***

*In this exercise we will start to think about some of the ideas that will inspire our videos.*

- *On a sheet of paper make two columns*
- *Write down the purpose of your video in the first column ~ consider whether it is educational, commercial, informative, entertaining, funny, serious, inspirational, etc, etc.*
- *Write down who your audience is in the second column ~ think about ages, backgrounds, experience, education levels, professions, gender, culture, religion, language, and anything else you can think of which might be relevant to your viewers.*
- *Give your film a title, and sub-title if you wish*

*Class discussion*

## 2 Planning your shoot

Now that you have a clear and focused idea of what you want to shoot and who it's for you can start preparing for the shoot itself.

### 2.1 Length

Your finished, edited videos should be no longer than 3 minutes, or shorter if possible.

The average attention span for an online video is 2.7 minutes, and anything over 3 minutes is rarely watched in its. People get bored, switch off, or switch over.

Think about adverts, they're generally 30 seconds long, yet tell a story and hold your attention long enough to try to sell you something. News reports are generally a minute or two long.

Be inspired, watch TV and look online. Start to get an idea of what you like the look of, and the styles of filming that appeal to you.

The aim is to make your video short, punchy and to the point, so that more people watch it.

### 2.2 Location

Think carefully about where you are going to shoot. It sets the scene and says more than any script. Think about:

- Appropriateness – does it make sense for your film? If you are speaking to someone about a scientific breakthrough don't interview them in a garden centre, shoot in a lab. If you are talking about recycling, head to a refuse centre or bottle bank. Think about where you'll get the best pictures to help tell your story.
- Natural light – get outside wherever possible. Natural light always looks better and it saves worrying about inside lighting.
- Check it out – go and see it before you film. Don't take someone else's word for what somewhere looks like, go and see it for yourself. One person's idea of a bijoux, compact space might be a cramped, badly lit hovel. You'll waste time on the shoot if you end up somewhere with difficult filming conditions. Don't get caught out or make life harder for yourself.
- Blank walls – avoid offices and blank walls if at all possible. They generally look dull and rarely have good light.
- Permission – if it's not public space make sure you obtain written permission to film. Get it on email and bring it with you when you shoot just in case anyone questions you.
- Be creative – don't be afraid to try somewhere unusual or different if you think it will work for your film.

### 2.3 Story boarding

Having a visual plan for your shoot is enormously helpful for keeping you focused.



Get a pack of Post It Notes, or even just small pieces of paper, and write or draw an element of your shoot on each one (ie. “Interview with Dr Jones” or “Shots of Restaurant”) Make sure you have one for each aspect of your shoot and then you can add more, take some away, or shuffle them around until you’re happy with the sequence.

Don’t stress over this too much, it doesn’t need to be perfect. Your final film will probably look different to this starting structure, but it just gives you a framework to build around.

When you are happy with your final story board sequence, take a photo of it on your phone, or make a photocopy of it, so that you have something you can take with you when you’re on the shoot.

You can download storyboard templates online (there is one at the end of this book), but I find it easier to have bits of paper you can move around.

## **2.4 Shot Listing**

Once you have got your story board, you then have to work out what shots you need for each part of your film.

On each piece of paper or Post It write down what shots you want to cover that bit of the action.

For example, on “Interview with Dr Jones” you might write

- Interview – jot down a few key questions
- Set ups of Dr Jones in library
- Cut aways - close ups of hands / face / book / turning pages



**Figure 1 Story Board example – you don't need to be good at drawing!**

## **Learning Objective Two: Story boarding and shot listing**

**Time: 10 - 15 mins**

*Using the story information from Exercise 1 we will now start to think about how to structure our ideas into a plan for a shoot.*

- *On the storyboard template page write down the title of your video*
- *Write / draw in each box a something for each element you think you might need for your video. Create as many boxes as many as you like, you can always discard them or add more.*
- *In the lines below the box write down what shots think you need to get to cover the action for that segment.*

*Class discussion*

## 2.5 Scripting

It is unlikely you will have a finished script until you have shot all your pictures, but it helps to have an idea of what you want to say, and in what order, so you get the right pictures to go over your words.

There is little point having a script that is referring to the beautiful architecture of a college, for example, if you can't see it.

Write a rough script before you go out.

- Start with something strong and bold, you want to capture people's interest
- Write to your pictures. There is little point talking about something your audience can't see.
- Have a proper beginning, middle and end. You are basically telling a very short story.
- Think about your contributors – what do you want them to say / contribute to the piece. What would be your ideal clip or action from them? This helps hugely in deciding what questions to ask and how to direct them, as you will be more focused about what you are trying to achieve.
- Don't worry about scripting every second. Allow time for natural sound, interview clips, music perhaps, and slowing the pace.
- 3 words = 1 second. This is a surprisingly accurate rule of thumb when scripting.

Final scripting will be done during the edit, and there will be more on that in the Concepts of Creating a Video course.

## 2.6 Scheduling

Where possible, it is best to arrange all the filming as close together as possible, ideally over one or two days. It will keep you focused and motivated. Otherwise, it can be easy to forget what shots you have already gathered, or what questions you asked an interviewee.

If you are still getting to grips with the technical side of your cameras, allow yourself lots of time. Get to locations early to set up, test your kit and scout for the best angles.

Most shoots have a brief, so that everyone involved knows what is happening and when. If you are working alone, you might not feel this is necessary (although they are still extremely useful for keeping lots of handy information in one place.) If you have a team helping you out, then they are vital.

There is a template for one at the back of this book.

## **BRIEFING SHEET - BACK TO WORK**

REPORTER/CAMERA: Kieran Suchet

DATE: 17<sup>th</sup> Jan 2019

RV1: 9.30am

CONTACT: James Pickering, Welfare Reform Manager, Oxford City Council  
01865 252647 / 07431 823 523

LOCATION: Oxford City Council Offices, St Aldates Chambers

RV2: 11am

CONTACT: Mr Ahmed Hassan 01865 7487174 / 07848 352 831

LOCATION: 41Thames Road, Oxford, OX4 7TJ

PARKING: plenty of parking on site

FILMING FOR: VT for today

STORY DETAILS: Debt and lack of confidence are two of the biggest barriers to benefit claimants getting into work. That's what a national pilot project running in Oxford has found. Oxford City Council was chosen to investigate so-called 'barriers to work'. It's so far helped 24 people into long-term jobs

### **More about the project**

The welfare reform team has been in place since January 2013 in preparation for the welfare reforms that started in April 2013. The team builds on the back of a Universal Credit Pilot that Oxford City Council chose to run in partnership with the DWP which aimed to support customers affected by the welfare reforms who are not in contact with the Job Centre into work.

This Pilot work is ongoing and feeds back into the central Universal Credit delivery team although the Pilot officially ends in December 2013. The Welfare Reform Team are in place until at least March 2013.

### **About the case study**

They fled from Somalia 6 years ago. They have 9 children, aged between 20yrs - 19 months. Mrs Hassan has never worked in any paid employment. Now has job. Mr Hassan has been offered a job as a security guard and starts on 21st October

PICS AVAILABLE:

Intw - James Pickering/ GVS of him in the office

Intw - Ahmed Hassan/ GVS of him at home with family, have asked that we can film him in his work uniform leaving the house for work.

GVS of St Aldates Tesco - TBC Ahmed walking in to work (hes not working today but he is free from 2pm so he may be able to meet you after prayers - can you ask him this as I understand he is easier to talk to when face to face rather than on the phone just due to language etc)

GVS of people walking in Oxford - general people type shots

COVERED BY STANDARD RISK ASSESSMENT - YES

SINGLE CAMERA JOB - YES

## 2.7 Pre-Shoot Checklist

It is *critical* to check your kit and make sure everything works before you head out on your shoot. This is especially important if you have borrowed kit.

- Camera – make sure it is in good working order. Learn where the zoom, focus and automatic controls are
- Camera Manual – in case you get stuck
- Fully charged batteries
- Tapes / Memory Cards – always take more than you need
- Tripod – attach the tripod plate to your camera and practice fixing your camera on and off the tripod. Know how to rotate and pan smoothly. Is it jerky? Does it need oiling? Sort it before you head out.
- Microphone and batteries – check they work / turn on, work out where they plug in and make sure they are recording sound correctly
- Microphone windscreens
- Cables (for any lights and mics) – again, make sure they are the right ones for your kit, that you know where they plug in and what they are for.
- Lens cleaning cloth – yes, you do need one. Don't use napkins or your sleeve, you will scratch the lens.
- Headphones – essential, even small ear bud headphones will do, but you have to be able to check sound while you are recording.
- Briefing notes / shot lists / story board / notepad and pen
- Address details of all your locations
- Contact details of anyone you're meeting
- Permission emails with contact name and number on them
- Drinks / snacks – shoot days can be long and tiring!

## 3 On the shoot

After all that prep, you will be ready to go!

### 3.1 On Location

Hopefully you will have arrived at your location in plenty of time so that you can set up your camera calmly and check that everything is working.

There is nothing more embarrassing than keeping contributors waiting while you try to work out which socket to plug the mic into, or faff around getting the camera on its tripod.

### 3.2 Setting up

Turn your camera on, put a memory card or tape in, and get it on the tripod. Attach extra mics, if needed (for an interview). Film 30" of blank / colour card at the start of each tape or memory card (this is because tapes can degrade over time, and the first few seconds might be fuzzy or unclear. Not such a problem with memory cards, but still good practice.)

Look around and decide where and what you are going to be shooting. If you have already scouted the location, you should have a good idea what is available. Keep your kit well out of the way, you don't want it in shot.

Having done your story board and brief, you will know what shots to get here and should be able to gather your footage quickly and efficiently.

### 3.3 Tripods

I cannot express how essential these are if you want to produce a professional looking video.

You need one. Get the best you can afford, make friends with it, and get to know how it works so you can use it properly. Tripods allow strong, steady shots and this is what will separate your film from the amateurs.

You may think it is fiddly and a waste of time, but the more you use it, the quicker you will get at setting it up, and moving it around with speed.

If you *do* have to go handheld, try to get as much support from something else as you can: lean against a wall or rest the camera on a table or shelf. Find something to steady yourself or the camera against.

Don't be tempted to freestyle it, your shots will just look wobbly and rubbish.

### **Quick Tripod Buying Guide**

*Try to get the best quality tripod you can afford. Test several and go for something you can put up and down quickly, and adjust with ease.*

- *Look for something sturdy, but lightweight*
- *Check the spread of the tripod – the wider the legs, the more stable it is*
- *Ensure it will support the weight of your camera*
- *Legs and locks – try out how the legs extend, test the ‘wobble’ factor*
- *Height – extends to at least 5ft + so you can interview people standing up.*
- *Pan / tilt ability, with locks & handles for smoother moves (longer handles are easier to manoeuvre.)*
- *Spirit level – so you don’t have wonky shots*
- *Carrying strap or case – tripods are cumbersome, so this is a bonus.*

## 4 Gathering Footage

### 4.1 General Views (GVs)

It is best to get as wide a variety of different shots as possible, especially for GV's (general views) so that you have lots of options when you come to edit.

Get a selection of:

- Close ups
- Mid-range
- Wide shots
- Moving shots
- Something different – a quirky angle or point of view

#### 4.1.1 Move around!

That's *YOU*, not just the camera! Don't be tempted to park the camera in one spot and swivel round, you will get dull, boring pictures.

Go low, get high, find unusual angles and look for creative view points. You will get fantastic footage and things you didn't expect.

## 4.2 Types of shots

### 4.2.1 Still shots

These are shots where the camera and its focus do not move (although you may be filming lots of action.)

Ideally you want to 'lock off' this shot – ie. set up your camera on the tripod and lock the pan and tilt mechanisms in place so that you get strong steady shots without any wobble or movement.

Aim to get about 30" of each shot, so that you have clean, clear pictures to edit with.

### 4.2.2 Moving shots

Moving shots are zooms, pans and focus shifts. Please use them with caution!

Zooms are when the camera pulls out from a close up to a wide shot, or zooms in from a wide shot to a close up.

Pans are moving up / down or sideways in a shot.

Focus shifts are where the focus moves from one thing to another (ie. something in the foreground to something in the background, or vice versa.)

Moving shots can be effective, but in moderation. Overuse does look amateurish. You don't want every shot to be moving, it can be confusing and distracting for the viewer, not to mention hard to edit.

Some tips for moving shots

- Must ALWAYS be done on a tripod
- Decide on a start and finish point and rehearse moving your camera. Make sure the move is smooth.



- When recording, keep still for the first 10" at the beginning and 10" at the end of each move – that will give you a clean edit point at each end.
- Think about whether you want it to be fast or slow.
- Do several takes, maybe at different speeds, so you can use the best one in the edit.

## **4.3 Framing**

### **4.3.1 Shoot to edit**

Shooting a load of footage, then editing it, is very different from shooting to edit. It is a mindset. Shooting to edit involves careful, considered shot gathering and ultimately results in a much simpler, quicker editing process.

If you have been organised and planned out your story board and shot list, this will come easily. If not, this will be much harder.

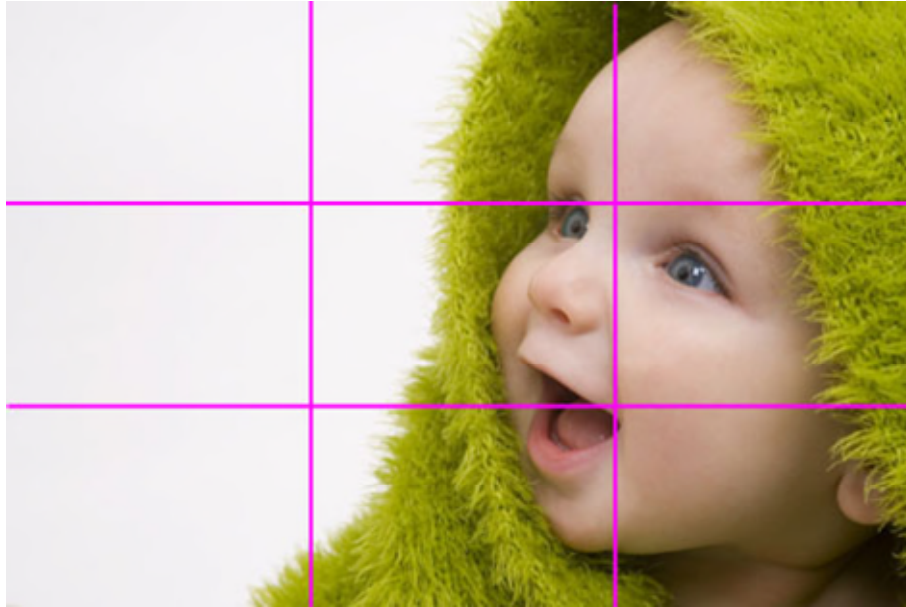
Frame and focus your shots before you press the record button. Don't wildly pan around looking for angles and viewpoints while you are recording, you will end up having to scroll through lots of tape wondering what to cut.

Decide what to film, frame it in the viewfinder or viewing window, focus correctly, then press record. You will then come back with lots of clean, crisp, well-framed shots that will easily edit into a sequence.

### **4.3.2 Rule of thirds**

The rule of thirds imagines that your frame is divided into thirds, and that placing elements along the dividing lines creates more interesting, well composed images.

It is a good guideline if you are unsure how to frame a shot.



**Figure 2 Rule of thirds - people**



**Figure 3 Rule of thirds - landscape**

### **4.3.3 Focus**

Make sure your subject is in focus. It might sound ridiculous to point out, but if the camera is in automatic mode, it will generally focus on the largest part of the frame. That might be your background, rather than the subject.

If you are in manual mode, ensure the focus on your subject is sharp and crisp. Even moving the camera slightly can change the focus point, so be vigilant and re-focus each for each shot. Soft, fuzzy pictures look amateur.

## **4.4 Lighting**

Keep to the same kind of light within sequences – either inside or outside.

Artificial light has a very different look to daylight, and it will look odd if you try to edit them together.

So, if you are shooting some action outside, don't suddenly switch to a shot of something indoors.

### **4.4.1 White balance**

Most cameras have an automatic white balance (ie. the camera will look for something it thinks is white in the frame and use that to colour balance.)

However, if you are able to manually white balance, it is usually much better and will mean a better colour balance in your shots. Keep a sheet of white paper in your kit bag, or if you have your briefing sheet or notepad a page of that will do.

## **4.5 Sound**

It's very important to pick up natural sound. Even for pictures you know will have a voice track over them or special effects, they still need to have natural sound.

It is also nice to hear conversation, birdsong, traffic, etc to give a sense of reality to your pictures.

You also might decide to boost the sound of something during the edit, so it's vital that you make sure you get sound if you want to do that.

### **4.5.1 Volume**

Check that sound levels are recording correctly. You don't want sound so loud you can't distinguish anything, or so quiet you are straining to hear anything at all.

### **4.5.2 Headphones**

Use them! Don't just assume your camera is recording sound.

Even ear bud headphones are better than nothing, but proper enclosed headphones are the best.

## **4.6 Shot sequences**

For each of your story board segments, you are going to need a sequence of shots to cover the duration of the script.

As a rule of thumb, for a film between 1 – 3 minutes, you'll need to have about 3 – 5 shots per segment (maybe a few more if it's a long segment.)

Pictures that look similar don't edit well together, so you need to get a variety of different looking shots.

Always get more footage than you think you'll need. It is amazing how quickly shots get used up in the editing process.

### **Learning Objective Three: Shooting a short sequence**

***Time: 20 – 30 mins***

*This exercise gives you the opportunity to practise some of the methods of shooting to edit.*

*You can use the video function on your mobile phone if you have one.*

*In pairs, choose one of the following ideas and shoot the action as a short sequence of 3 to 5 shots:*

- *Writing a letter*
- *Eating an apple*
- *Throwing rubbish in a bin*
- *Knocking and coming through a door*
- *Finding something in a bag*

# 5 People

## 5.1 Filming people

Filming people can be tricky. They move around, change position, change their expression, stand in shadows, pick things up they weren't holding in the last shot...however, the fundamental truth is that picture almost always look more engaging with people in them, so it is important to know how to shoot them well.

### 5.1.1 Key shots when filming people

If you get a few failsafe shots when you are filming people, then you can be sure you will have something decent to edit with when you get back home.

- Wide shots
- Mid range shots
- Close up of face
- Close up of hand
- Close up of eyes
- Over the shoulder (their POV)

### 5.1.2 Eye line / 180° rule

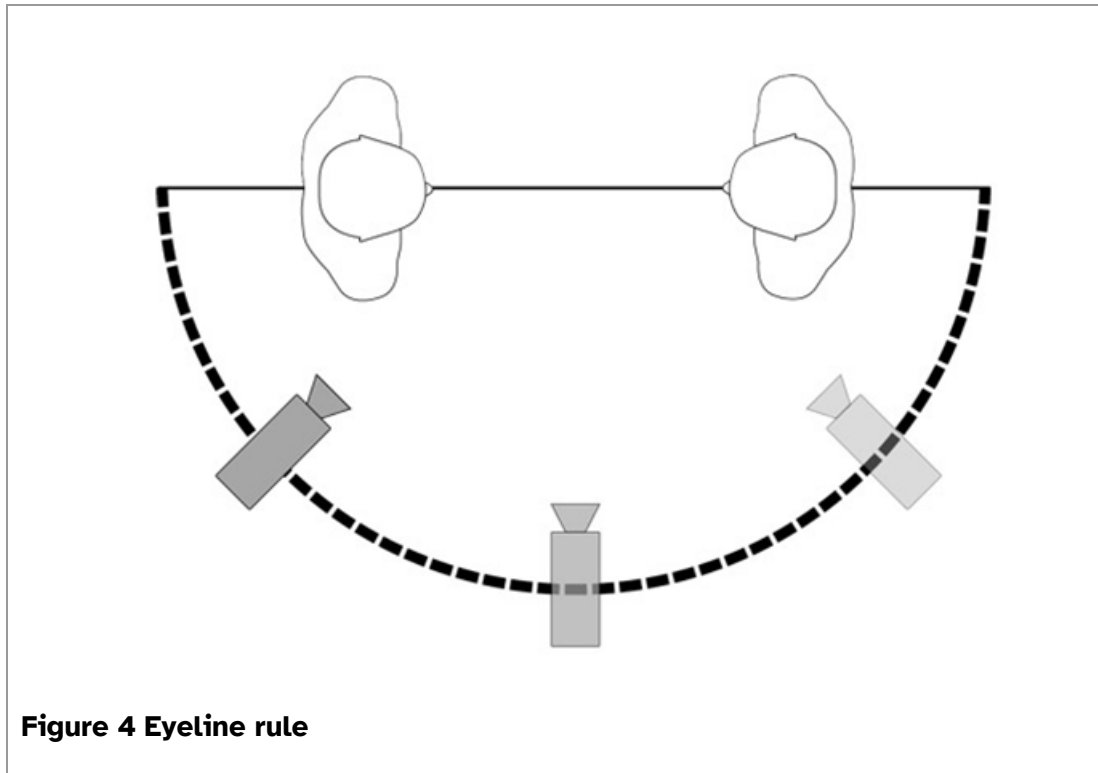
This is a basic rule to help with editing, and keep the action clear for the viewer.

Choose a side to shoot your subject on (ie. their left or right), and stay on that side for all the shots you need for that sequence – ie. don't cross their eye line.

So, if you are filming someone eating a cupcake, you will film them sitting at a table, peeling the wrapper off, taking a bite, putting the cupcake back down on the plate, licking their lips, etc. all from ONE side of their face.

It doesn't matter which side you choose, just pick one and stick to it. Your decision is likely to be influenced by factors like which side has the best lighting, what the background is like, how much physical space there is for you to film in.

If you filmed from the left and the right, it would make editing a sequence difficult and it looks very confusing to the viewer.



### 5.1.3 Direction

Do gently guide people - suggest they position themselves differently so you get a better shot; move in another way; or change their action. People are often at a loss to know how to behave 'naturally' when you point a camera at them, and most really appreciate a bit of direction.

Be clear about what you want, and tell them what you would like them to do.

Don't be afraid to ask people to repeat the same action over and over so you can shoot it from different angles.

Have an eagle eye though, and make sure they do it exactly the same way each time. Were they holding that pen in their right hand last time? Then they need to hold it in their right hand for every take.

## 5.2 Interviews

You will get the best out of people if they are relaxed and at ease. However many people clam up or stress out once you start pointing a camera in their face.

Put them at ease, by explaining what you will be doing.

If it helps, give them an idea of the kinds of questions you will ask them. Avoid telling them the exact questions, as most people will panic and try to plan their answers, which just makes them sound awkward and rehearsed. You want natural sounding conversation.

Explain that it is pre-recorded and you can do several takes if necessary.

Don't be tempted to do a practise run without recording. You often get the best clips when people think they are not doing it for real.

Don't be afraid to ask people questions several times, or ask if they can expand or condense their answers. Refer to your story board and shot list, remember what your

ideals were here. What did you want your contributor to bring to the film? Are you getting what you need out of them?

### **5.2.1 Framing interviews**

Once you have chosen the location for your interview, think about your framing.

- Background - make it interesting. Don't shoot against a blank wall or dull office.
- Set the scene – don't be afraid to create a set. Move furniture, plants or pictures to create a good backdrop for your subject. Just remember to put everything back when you are done.
- ALWAYS use a tripod
- Try to make your subject as comfortable as possible. Sometimes standing up is better, as sitting in a chair can feel a bit stiff and formal. However, they are then likely to move around more, as most people tend to swap weight from foot to foot while they are standing, and they might move out of frame or focus.
- Place them to one side of the frame, looking to the other side, the rule of thirds, (ie. if they on the right side of the frame, they look to the left of the frame.)
- Frame for head and shoulders
- Focus on their eyes. In automatic mode the camera will want to focus on the largest part of the shot, which may be your background.
- You should stand just to one side of the camera, so your interviewee is  $\frac{3}{4}$  face in the frame. They should not look directly at the camera.

### **5.2.2 Lighting for interviews**

Your eyes are much more sophisticated and complicated than any camera lens, so while the lighting might look ok to you, your camera could be struggling.

Look through the lens and assess the situation, then make the necessary adjustments.

Set your white balance.

Use natural light where you can. If you are outside, avoid dappled light (under trees or patchy cloud) and watch for shadows (strong sunlight can often cast very dark shadows under people's eyes.)

Inside, make use of windows, skylights and doorways, but also remember to use light sources which are already there, like table lamps, etc.

If you absolutely have to, use a top light (a light on top of your camera), but use with caution, as these can throw very harsh unflattering light on your subjects.

### 5.2.3 Sound for interviews

ALWAYS use an external mic for interviews. It gives clarity to the voice and avoids the interference of background noise. ALWAYS listen through headphones.

Windscreens for mics are vital if you are shooting outside, as even a light breeze can sound like a hurricane. If you find yourself without one, do your best to shield the mic. Turn your subject away from the wind, and use scarves, collars and coats as barriers to keep the sound crisp.

Be conscious of background noise, if a lorry drives past or a car alarm goes off during a question, retake.

#### ***Sound check !***

*Start by asking interviewees their full name and how they spell it.*

*This is essential if you have to credit them in your piece, as even common sounding names can have unusual spellings, but it is also a good way of checking your mic and sound levels.*

### 5.3 Pieces to camera

This is when you talk to your audience.

Generally, all the same rules about filming people apply to filming pieces to camera. The main difference is that you will be looking down the barrel of the lens, rather than off to the side.

Check your framing, lighting, and sound as you would for any other shot set up. Keep focus wide as you don't want a shallow depth of field here.

Know what you want to say, and learn your script. Be prepared to do several takes.

Use an external mic.

Once you have filmed a few takes, watch them back on the camera so you can make sure you haven't chopped your head off, or walked out of frame.

If you can get someone to help you, do. It makes things so much easier.



## 6 Now what?

The best advice is to watch, watch, watch. View as many different videos and films as you can, and work out what you like and which styles appeal.

Be observant.

Don't just limit yourself to YouTube and Vimeo, watch adverts, news reports, music videos, short films, documentaries, trailers, clips, etc. There is so much inspiration out there, you just need to go and soak it up.

The main thing is to have fun. It is a creative process so go and make mistakes, learn and ENJOY!

### ***SEVEN DEADLY CAMERA SINS***

- *HEADHUNTING* – placing every subject in the centre of your frame
- *OVER-ZOOMING* – over use of zooms
- *ROOTING* – staying in one spot instead of looking for interesting angles
- *FIRE HOSING* – panning all over the scene
- *UPSTANDING* – shooting everything from standing eye level
- *SNAP SHOOTING* – taping only 2-3 seconds per shot
- *BACK LIGHTING* – too much light falling on the background instead of the subject

## Further information

### Getting extra help

#### Course Clinics

The IT Learning Centre offers bookable clinics where you can get pre- or post-course advice.

#### Study Videos from LinkedIn Learning

On our website, you will find our collection of self-service courses and resources. This includes providing LinkedIn Learning video-based courses free to all members of the University. Visit [skills.it.ox.ac.uk/linkedin-learning](https://skills.it.ox.ac.uk/linkedin-learning) and sign in with your Single Sign-On (SSO) credentials.

Some courses recommend pre- and/or post-course activities to support your learning. You can watch the online videos anywhere, anytime, and even download them onto a tablet or smartphone for off-line viewing.

#### About the IT Learning Portfolio online

Many of the resources used in the IT Learning Centre courses and workshops are made available as Open Educational Resources (OER) via our Portfolio website at [IT Learning Portfolio | IT Learning Centre \(ox.ac.uk\)](https://it-learning-portfolio.ox.ac.uk)

Find the pre-course activity for this course in the IT Learning Portfolio: visit [skills.it.ox.ac.uk/it-learning-portfolio](https://skills.it.ox.ac.uk/it-learning-portfolio) and search for “video activity”.

#### About the IT Learning Centre

The IT Learning Centre delivers over 100 IT-related classroom-based courses, and gives you access to thousands of on-line courses through LinkedIn Learning.

Our team of teachers have backgrounds in academia, research, business and education and are supported by other experts from around the University and beyond.

Our courses are open to all members of the University at a small charge. Where resources allow, we can deliver closed courses to departments and colleges, which can be more cost-effective than signing up individually. We can also customize courses to suit your needs.

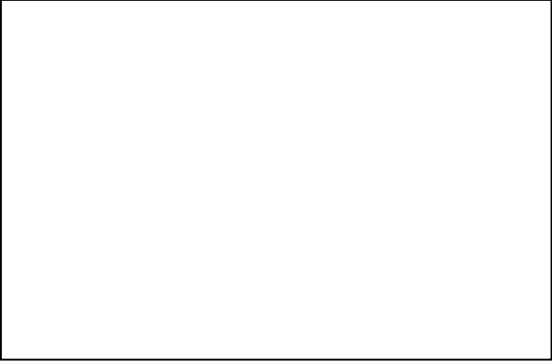
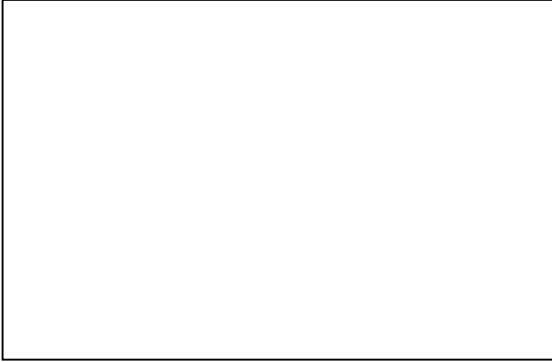
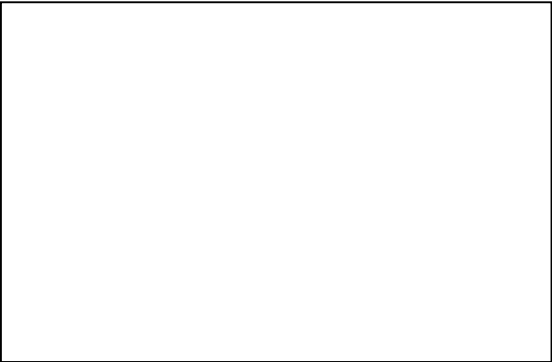
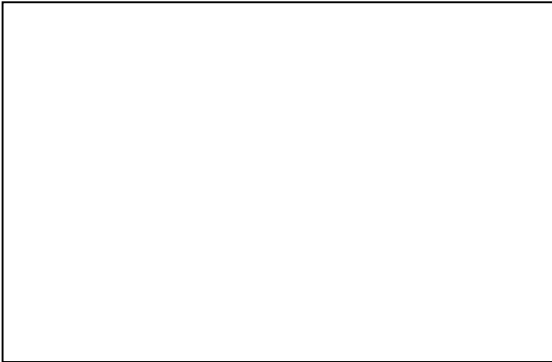
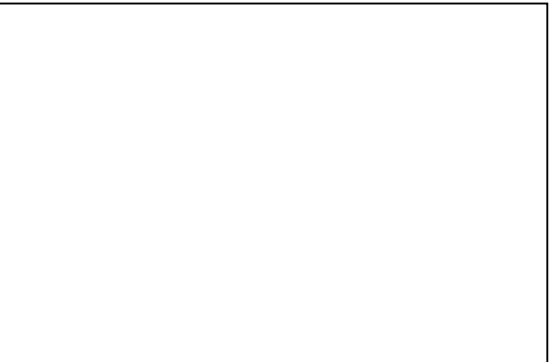

Our fully-equipped suite of seven teaching and training rooms are available for hire for your own events and courses.

For more information, contact us at [courses@it.ox.ac.uk](mailto:courses@it.ox.ac.uk)

#### About IT Customer Services

The IT Learning Centre is part of the Customer Services Group. The group provides the main user support services for the department, assisting all staff and students within the University as well as retired staff and other users of University IT services. It supports all the services offered by IT Services plus general IT support queries from any user, working in collaboration with local IT support units.

The Customer Services Group also offers a data back-up service; an online shop; and a PC maintenance scheme. Customer Services is further responsible for desktop computing services – for staff and in public/shared areas – throughout UAS and the Bodleian Libraries.

 <hr/> <hr/> <hr/> <hr/>	 <hr/> <hr/> <hr/> <hr/>
 <hr/> <hr/> <hr/> <hr/>	 <hr/> <hr/> <hr/> <hr/>
 <hr/> <hr/> <hr/> <hr/>	 <hr/> <hr/> <hr/> <hr/>

## BRIEFING SHEET

DIRECTOR / CAMERA OP  
DATE:

RV 1 TIME:  
CONTACT:  
LOCATION:  
PARKING?  
SHOTS:

RV 2 TIME:  
CONTACT:  
LOCATION:  
PARKING?  
SHOTS

RV3 TIME:  
CONTACT:  
LOCATION:  
PARKING?  
SHOTS

FILM DETAILS: (brief summary of your film)

CREW DETAILS / CONTACTS

**Your Notes:**

IT Centre Learning **IT**

### Video: Planning, producing & shooting



Kieran Suchet  
kieran.suchet@it.ox.ac.uk

---

---

---

---

---


---

---

---

### Resources for your learning

Activities for you to practice today  
In the coursebook  
Work at your own pace!  
Be selective



Videos with today's topics [LinkedIn Learning](#)

Follow-up work  
Continue with exercises after the session  
Bookable Course Clinics later

---

---

---

---

---


---

---

---

### Your safety and comfort are important

Where is the fire exit?  
Please tell us if anything doesn't work  
The welcome area has vending machines and a water cooler  
The toilets are along the corridor outside the teaching rooms




---

---

---

---

---

---

---

---

This session will cover ...

- Understanding the purpose of your video?
- Recognising your audience - who will watch, what do they want?
- Planning your shoot - getting a structure and script together
- Working with a camera kit
- Gathering footage
- Having fun!

---

---

---

---

---

---

---

Some inspiration: *Hacker Scouts*



---

---

---

---

---

---

---

Video genesis - why?



---

---

---


---

---

---

---

Video genesis - who?



The collage includes: a group of four people (three women and one man) standing together; a man and a woman sitting at a table looking at a smartphone; a man in a white shirt holding a fan of cash; and a stage with a large screen displaying a green image, with an audience in the foreground.

---

---

---

---

---

---

---

---

Video genesis - title?

**WORKING TITLE**  
- A film in progress

---

---

---

---

---

---

---

---

Exercise 1 - (10 mins)

AIM	AUDIENCE	TITLE

---

---

---

---

---

---

---

---



### Planning Your Shoot – Overall length and style



Average attention span for an online video 2.7 mins

---

---

---

---

---

---

---

---

### Planning Your Shoot – Location



---

---

---

---

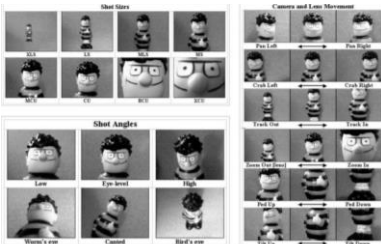
---

---

---

---

### People: key shots



- Key shots:**
- Est. long shot
  - Long shot
  - Mid shot
  - Close-up (to show emotion)
  - Extreme Close-up (to show detail)

---

---

---

---

---

---

---

---

### Still shots

30"  
seconds  
per shot



---

---

---

---

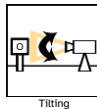
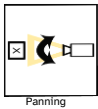
---

---

---

---

### Production - camera movement



FOCUS  
FOCUS  
FOCUS  
FOCUS  
FOCUS



*Always  
record  
more  
footage  
than you  
(think) you  
need!*

---

---

---

---

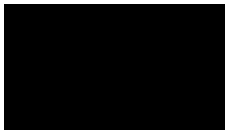
---

---

---

---

Planning your shoot - *some* of the camera shots  
you want to emulate



---

---

---

---

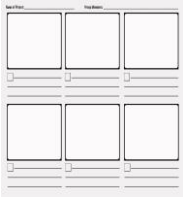
---

---

---

---

### Planning Your Shoot – Story boarding & shot lists/descriptions = A SEQUENCE



---

---

---

---

---

---

---

---

---

---

### Production - Shot sequences



5 - 6 shots per segment



---

---

---

---

---

---

---

---

---

---

### Exercise 2: story boarding & shot listing – (10 – 20 mins)

Using the information from exercise 1, let's start to think about how to structure and plan your shoot.

- Use the story board template page at the back of your book
- Write or draw in each box something for each element of your video
- In the lines below, write down what shots you think you need to cover the action for that segment.

Time: 15 mins

---

---

---

---

---

---

---

---

---

---





---

---

---

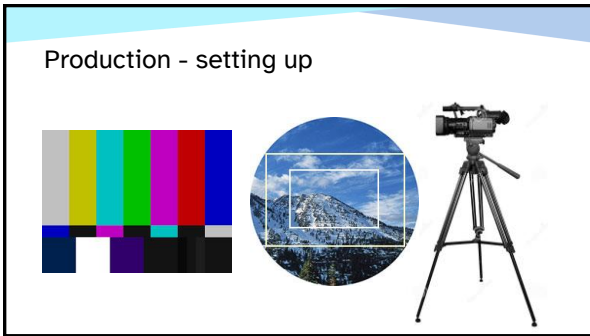
---

---

---

---

---



---

---

---

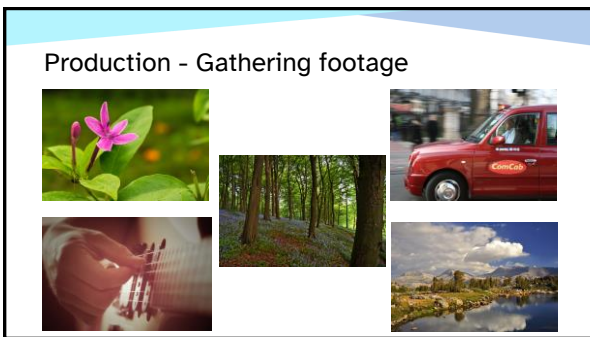
---

---

---

---

---



---

---

---

---

---

---

---

---

### Production - Lighting

Auto (AWB) ↔ Daylight ↔ Shade ↔ Cloudy, twilight, sunset

Custom ↔ Flash ↔ White fluorescent light ↔ Tungsten bulb

**CONSISTENCY IS**

---

---

---

---

---

---

---

---

### Production - Sound

Speaker, Microphone, Headphones, Sound level meter

---

---

---

---

---

---

---

---

### Cinematography - Rule of thirds

Child's face, Landscape with tree

---

---

---

---

---

---

---

---

### Cinematography - Composition and Framing



---

---

---

---

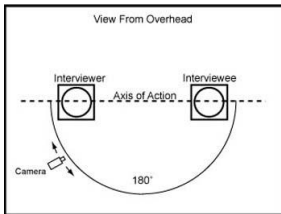
---

---

---

---

### Eyeline / 180 degree rule



[Quick Tips: Understanding The 180 Degree Rule! - YouTube](#)

---

---

---

---

---

---

---

---

### Language of filming

Shooting film has its own jargon - please use it!

- 'Standby for a take/rehearsal' *(record rehearsals too)*
- 'Roll camera' *(Hit RECORD)*
- 'Camera rolling' *(confirmation of picture and sound)*
- 'Action!' *(Start performance)*
- 'Cut!' *(Hit RECORD to stop)*

---

---

---

---

---

---

---

---

### Exercise 3: shooting a sequence - (30 mins)

In pairs, shoot a short sequence of 4-6 shots.

Choose one of the following topics for your shoot:

- Writing a letter
- Eating an apple
- Knocking and coming through a door
- Finding something in a bag
- People meeting each other

*Remember - variety!! Get lots of different angles, it's easier to edit.*

*Key shots*

- Long
- Mid
- Over the shoulder / point of view shot
- Close up of face (both eyes in shot)
- Extreme close up of hands

---

---

---

---

---

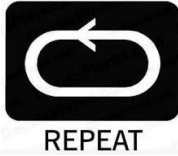
---

---

---

### Interviews

*Relax*




---

---

---

---

---

---

---

---

### Framing interviews




---

---

---

---

---

---

---

---



### Production - Framing interviews



---

---

---

---

---

---

---

---

### Production - Sound for interviews



---

---

---

---

---

---

---

---

### Production - Pieces to camera



---

---

---

---

---

---

---

---

Next step – Post production...



---

---

---

---

---

---

---

---

Find the resources for this workshop  
in our IT Learning Portfolio  
Download the files  
(and more) from the  
IT Learning Portfolio at

[skills.it.ox.ac.uk/it-learning-portfolio](https://skills.it.ox.ac.uk/it-learning-portfolio)



---

---

---

---

---

---

---

---

This presentation is made available by Kieran Suchet  
under a Creative Commons licence:

Attribution-NonCommercial-ShareAlike  
CC BY-NC-SA  
kieran.suchet@it.ox.ac.uk



---

---

---

---

---

---

---

---