VIDEO SHOOT TIP SHEET

I. Preparation Tips
   • Set a goal to include yourself on videotape for 1 minute for every _______ minutes that you shoot of others.
   • Store your camcorder in a visible location if possible with blank tape and charged batteries handy.

II. Packing checklist:
   • Camcorder
   • Charged batteries
   • AC power supply
   • Microphone batteries
   • Microphones
   • Lens cap
   • Cables
   • Lens cleaning cloth
   • Headphones
   • White-balance cloth
   • Script
   • Tripod
   • Lens filters

III. Shooting checklist:
   • Battery power
   • White balance
   • Sound check
   • Talent release
   • Lighting check
   • Tape check
   • Tripod lock-down
   • Time/date stamp on/off
   • Image stabilization on/off
   • Zoom in/Focus/Zoom out
   • Compose image
   • Rehearse
   • Shoot!

IV. Talent Release (to be read aloud):
   I, (state name here) give (state producer’s name) the right to use my name, likeness, image, voice, appearance, and performance in a videotape program. This grant includes without limitation the right to edit, mix or duplicate and to use or re-use this videotape program in whole or part. I acknowledge that I have no interest or ownership in the videotape program or its copyright. I also grant the right to broadcast, exhibit, market, sell, and otherwise distribute this videotape program, either in whole or in parts, and either alone or with other products. In consideration of all of the above, I hereby acknowledge receipt of reasonable and fair consideration. (State Date)

V. The Seven Deadly Camcorder Sins
   • Headhunting--placing every subject in the center of your frame.
   • Motor zooming--overuse of on-screen 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 two or three seconds per shot.
   • Backlighting--too much light falling on the background instead of on the subject.

VI. Twelve Helpful Tips for Shooting Great Video
   • Use manual focus if your camcorder has it.
   • Set white balance at every location.
   • When shooting outdoors, keep the sun behind you.
   • Plan your shoot.
   • Use a tripod or other image stabilization device.
   • For handheld stability, imagine that your camcorder is a very full cup of hot coffee.
   • Use the zoom to compose your shot. Avoid zooming while the tape is rolling.
   • Move the camcorder only when necessary.
   • Shoot to edit.
   • Keep your average shot length between 5 and 10 seconds.
   • Keep the shot steady (no zoom or pan) for at least 10 seconds.
   • While shooting, be as inconspicuous as possible to best capture the true behavior of your subject.

VII. Ten Helpful Tips for Recording Great Audio
   • Use an external microphone if you have one.
   • Get the microphone close to the talent.
   • Listen through headphones while you shoot.
   • Keep hand movements on the camcorder to a minimum.
   • Use a handheld mike for man-on-the-street interviews.
   • Use a lavaliere or boom mike for studio settings.
   • Use a wireless mike to avoid cable hassles.
   • Keep audio in mind when scouting locations.
   • Don't move mike cables while recording.
   • Avoid long cable runs to minimize interference.

Tips Courtesy of Jodie McIntosh