ONLINE
Video Journalism
Workshop

with Emmy Award Winner
University Professor
Bill Gentile

Bill Gentile's Rules On Shooting Video

- Position for stability. Left hand supports camera. Use your body as a tripod.
- Keep **both** eyes open.
- Compose as if making still photos.
- Use the Six-Shoot System.
- Shooting ratio: CU or XCU (50 percent) (detail, cutaway.)

    MS (25 percent).

    WS or XWS (25 percent) Establishing or Master.
- Make each clip **at least 20 seconds long**. Count them.
- COMPOSE FIRST. SHOOT LATER. DON'T FRAME SHOTS WHILE ROLLING.
- Compose: The Rule of Thirds.

    Multiple planes.
- Don't wide angle your subject matter to death. Get close-ups.
- Let people walk into and out of frame.
- Shoot what you hear: Radio, music, engines. SHOOT THE SOURCE of ambient sound.
- Shoot what the story is about. Ask yourself: "What's the story now? What's the story now? What's the story now?"
- Shoot the journey.
- Shoot interesting angles. Reflections in mirrors, windows, puddles. Shadows. Silhouettes.
- SHOOT WHAT INTERESTS YOUR EYES. Shoot THROUGH things. Spokes of a wheel, bars of a cell, wires of a fence. Multiple planes of information.
- Be careful with zooms and pans.
- At first, shoot video stills. Later on, move, zoom or pan from still to still.
- Make subjects identify themselves: "My name is John Doe and I'm an electrical engineer."
- Engage your subjects. Elicit comments from them. Remember the Three Magic Questions: "What are you doing now?" "What did you just do?" "What are you going to do?"
- Make subjects speak in **whole sentence**s. "Right now I'm working on …"
- Get your subjects to talk about each other. This develops and enhances characters.
- ANTICIPATE your subject's movements and actions.
- ANTICIPATE changes in story.
- ANTICIPATE Dramatic Arc.
- Be careful when you approach subjects. Your body language sends a message.
- IF YOU DIDN'T GET IT ON VIDEO, IT DIDN'T HAPPEN.
- **NEVER SHOW YOUR SUBJECT THE UNFINISHED WORK.**