

## Visual Storytelling Must Haves

Footage should be purposeful. In general, utilize a tripod to avoid shaking. Focusing, panning, and zooming are all stylistic decisions that must be intentionally captured to prove effective. Only shoot handheld if you are zoomed out wide, and moving alongside someone or something that is moving, or if you are shooting a very tight shot of something with movement. Utilize the neck strap and flex it fully to provide a more steady shot when shooting handheld.

90% of the interviews must be shot in the context of the story. For example, if you are filming a food entrepreneur and she is telling you about her restaurant experience, try filming her in the dining room, kitchen or exterior.

All stories must have a...

### BEGINNING

An opening shot and opening sound that set up your story. A nice wide, establishing shot. Make it clear what your story is about. Who are they? Where are they? What is going on? And most importantly - why are they doing it?

### MIDDLE

Get to the heart of the story. Who is affected? Why is it important? Are there any surprises that you want to reveal?

### & END

Tell me what you already told me. Sum up your story with great closing sound and a shot I will remember. This is the last image your viewers will see. How do you want to leave them?

## Visual Storytelling Checklist:

Before you go:

- Good stories have GREAT CHARACTERS!!! Try to find at least one!
- All stories must have focus and direction. What is your story about? Carefully choose your character(s) and direction. Think about why your story is important to the viewer. How do you want them to feel after watching it?
- Write down a simple story outline. Include any specific images you want to shoot.
- Write down a list of questions, but feel free to improvise when it comes time to interview. If the interviewee has an interesting response, dig deeper (tell me more).
- Identify moments you might need to anticipate

In the Field – Video (use the list below to make sure you grab enough footage while you are in the field)

- Have interviewee talk directly to the interviewer, not to camera.
- An opening shot
- An establishing shot of your character/characters
- A wide establishing shot that shows your character in the context of their environment
- At least 3 tight shots filling the frame with engaging video
- At least two shots where your subject is framed by the environment.
- Action and reaction
- Good use of natural light
- At least two unique angles or perspectives of each sequence
- At least two sequences - wide, medium, and tight (not necessarily edited in that order).
- A closing shot

In the Field - Sound

- Clean, clear audible sound
- Opening sound
- A piece of sound that sets up your story (introduces your character)
- Sound that tells the viewer what your story is about.
- At least 3 pieces of intentional, natural sound from the environment.
- Closing Sound

And

- A visual or audible moment that makes the audience feels something (happy, sad, angry)

Editing

I want to hear your location! Make sure you include some great natural sound. Clear audio levels and smooth audio mixing.