PRODUCTION POCKET GUIDE

WORDS • IMAGES • SOUND • MEANING

1 FIND THE STORY. MAKE A PLAN.

Who is your audience? What do you want them to understand, feel or do?

BEGIN - DEVELOP - END

Choose a storyboard, shot list or two-column script. Assign crew roles. Check gear, permissions and a safe place to work.

LISTEN. SHOW. CONNECT.

INTERVIEWS + PICTURES THAT SUPPORT THE WORDS

3 LISTEN & GATHER

Eye-level camera.
Guest looks toward the interviewer beside it.
Light on the face.

ASK. LISTEN. FOLLOW UP.

Ask open questions: **How? Why? Tell me about…**
Listen quietly. Follow up.

If you say it, show it. Gather B-roll of actions, places, objects and details.

Ask permission. Let anyone skip a question. Thank your guest.

Leave a pause before and after answers.
Record 30 seconds of room tone.

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SHOOT WITH PURPOSE

CHOOSE WHAT YOUR AUDIENCE WILL NOTICE

2 SHOOT

Build a sequence. Vary shot sizes and add a reaction or cutaway that helps tell the story.

CAMERA + LIGHT	SOUND
Keep it steady. Check focus and background. Move closer; skip the zoom. Light the face.	Choose a quiet spot. Get the mic close. Use headphones. Record a test. Listen back.

TEST → PLAY BACK → FIX → RECORD

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SHAPE THE STORY

REVIEW IT. REVISE IT. SHARE IT.

4 EDIT & SHARE

Make a clear rough cut. Trim extra time.
Let the story set the pace.

S.C.A.L.E. REVIEW

- **S** **STORY** — Can we follow the idea?
- **C** **CAMERA** — Do shots guide our attention?
- **A** **AUDIO** — Can we hear what matters?
- **L** **LIGHT / LOOK** — Can we see what matters?
- **E** **EDITING** — Does the pace serve the story?

Feedback: Name a success and one useful change. Explain why. Revise and watch again.

Check facts, consent, credits and captions. Use permitted media. Test playback.

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