

Basic Rules of Videography

These suggestions about good video (and photography) were compiled by the [NOAA Ocean Today](#) team.

- **It's about emotion.** The first thing to consider is the story you're trying to tell. Video stories are not about facts and figures. Video deals best with emotion and feelings. Use video to tell the viewer how your subject feels.
- **Tell a story.** The second thing to remember is that video stories are linear – you need a beginning, a middle, and an end. A video is like a short story, not like an inverted pyramid. Find a character.
- **It's visual.** Third, video is a form of visual communication. The visuals must be compelling, with interesting shots and action. A talking head is **not** good video.
- **Can you hear me now?** And finally, the most important thing in video is the audio. If the sound is bad, you've lost your audience. Record carefully.

Shoot with the Edit in Mind

- **Hold.** Every time you hit record. Hold on the subject for at least five or ten seconds before you move the camera in any way.
- **Movement.** You can pan – side to side – up or down – onto the main scene you are filming. You can start with an establishing shot and then Zoom in close OR you can start with a close-up and Zoom out for perspective. Once you are on the person / scene hold the camera for at least 10 seconds before moving.
- **In Focus.** Basic, but always make sure that you what you are shooting is in focus.
- **Orientation.** If you're filming with a cell phone, make sure to hold it so the video comes out horizontal, not vertical.