

# What a Wonderful (Mac)world

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Magic 22



**Macworld 2011**

# Stills vs Video

- Most people haven't developed a video habit
- So many choices now - dedicated, pocket, SLR, P&S, iPhone
- Remember - it's less about the shot and more about the "story"
- Think different for stills vs video - NO Movement vs Movement

# Stability



# Top 10 Shooting Tips

- Set white balance & trust auto settings
- Capture clips of approx 10 sec
- Establish framing & composition right away - instinct rule of 3rds
- Roll before things happen. Continue after they end.
- Use few camera movements - let action come to you

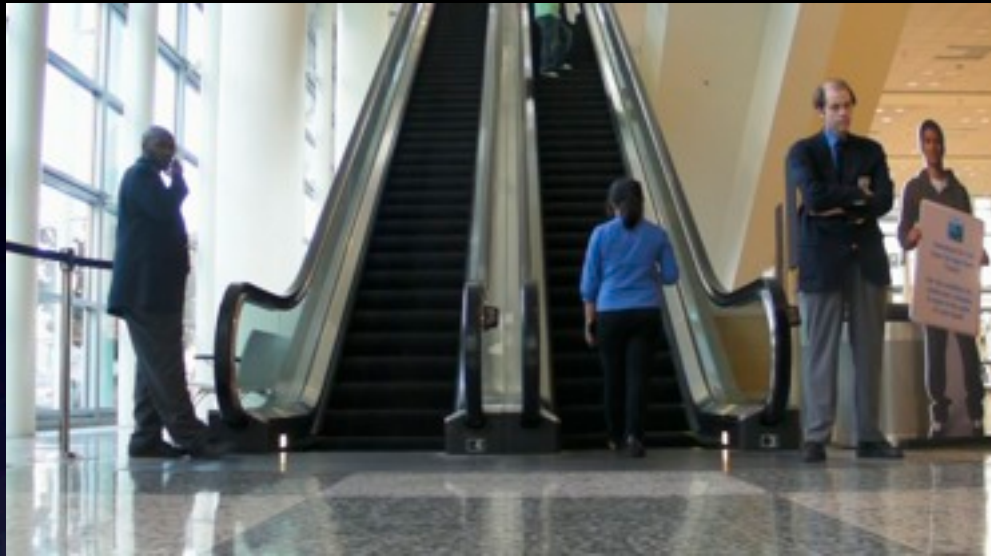


- Recognize an opening & closing - milk the \$ shots





- Shoot at different angles & different distances



Low



Far



Near



Up



Down



Sideways



- For people, step back & zoom. Walk right in for close-ups

**Show Photography:**

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- Include context & reaction shots



1



2



3





- Think in sequences - what comes before, what comes after



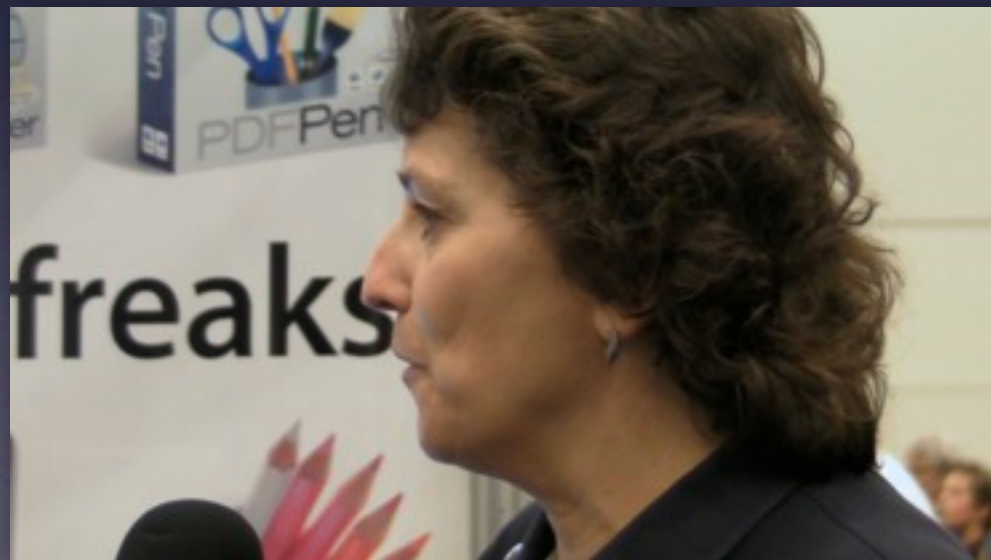
1



2



3



4



5



6



*“Movies are life with the boring part cut out.”*

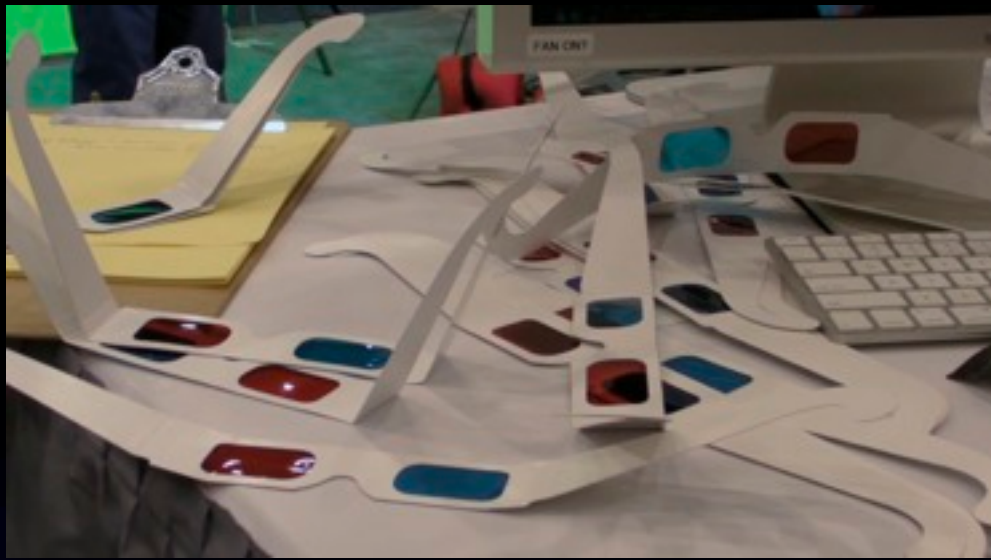
Alfred Hitchcock



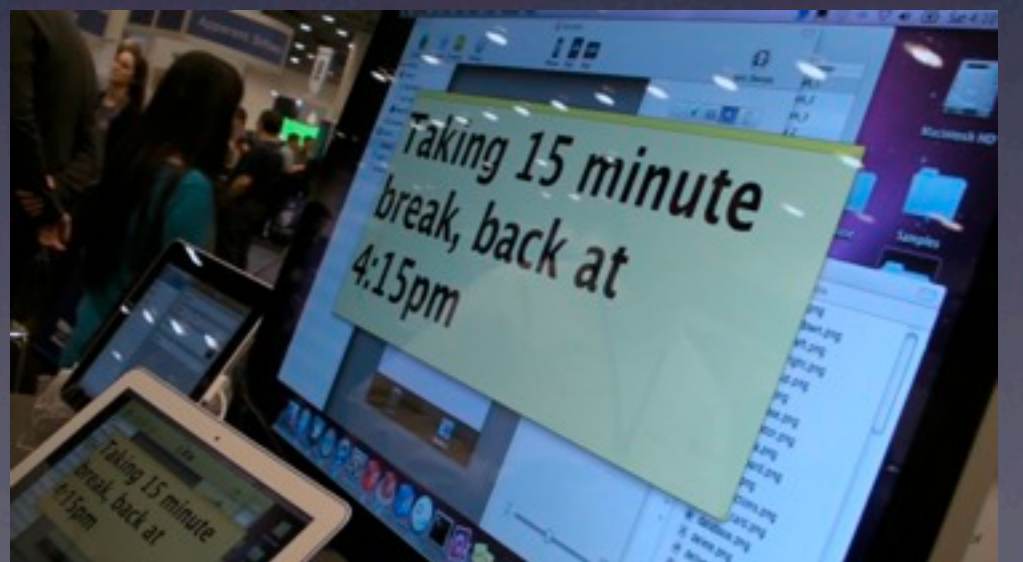
# Top 5 Editing Tips

- Target final length of 3-5 minutes, edited clips 2-4 sec
- Look for motion, emotion or memorable moments in each shot
- Use a mix of shots, match motion. Feel when it's right
- Tell a "story" with a theme or thread to connect clips or sequences











- Music & effects are critical. Choose music you love, cut to the beat



**"Legions (War)"  
by Zoë Keating**



# Homework





# Video to Go - Multiple Camera





# Cirque du Mac Video Shoot

Ghost  
Cam

Camera 1

Camera 2

Camera 3







Camera 1



Camera 2



Camera 3



Ghost Cam - Supplementary



# **Cirque du Mac 2011**



