

Down and Dirty Video

Basic Shooting Skills for Handout Video and More

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Your life is our life's work.

Getting the Basic Shots

Horizontal Video

Shoot like this:



Not like this:



Getting the Basic Shots

Wide Shots



Sets the scene

Gives you an overall idea of what's going on

Getting the Basic Shots

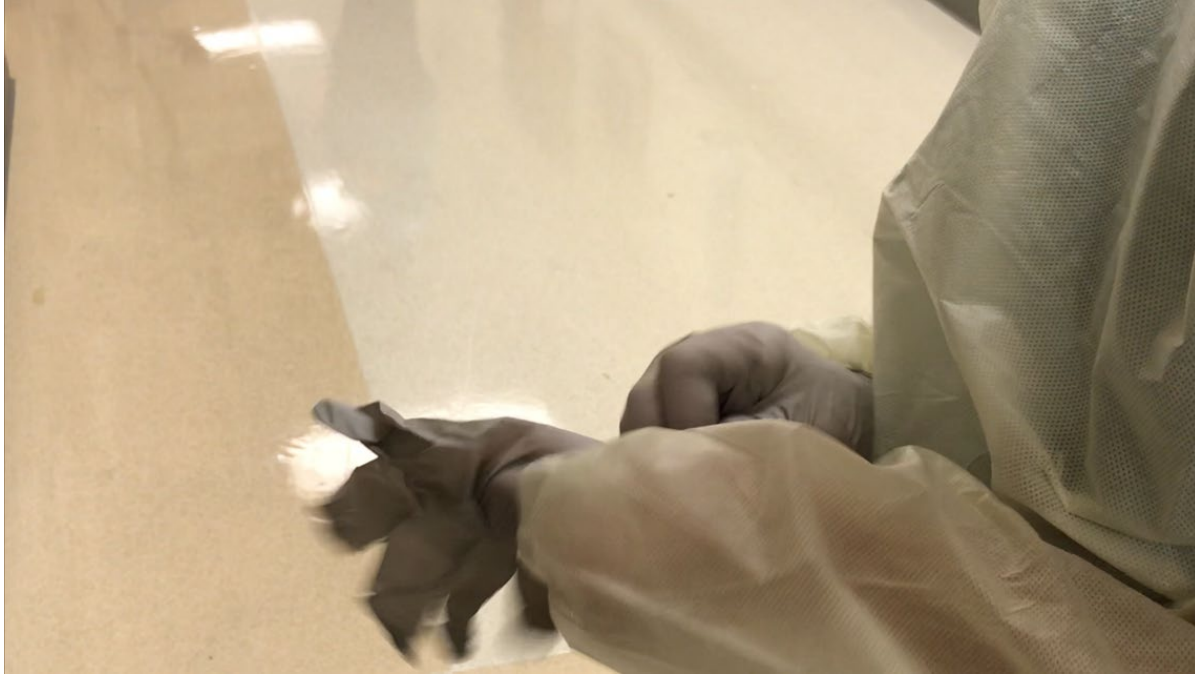
Medium Shots



Gets a little closer to the subject

Can help transition to movement that's out of frame

Getting the Basic Shots Tight



Shows detail

Gets you where
you need to go
next (cutaway)

Getting the Basic Shots

What's a Jump Cut?



When people or objects suddenly “move” due to an edit

Getting the Basic Shots Cutaways



Blatant Cutaway



Move to Different Action

Getting the Basic Shots

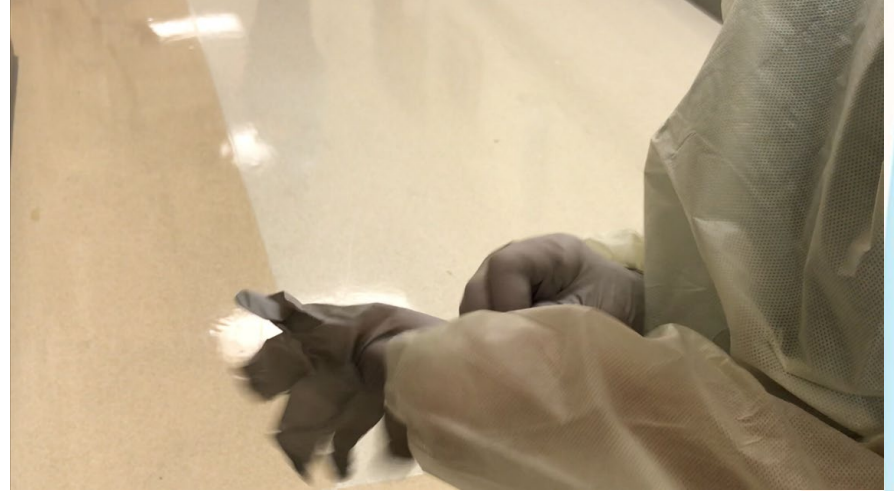
Very Wide Shots



Can be tricky
in health care

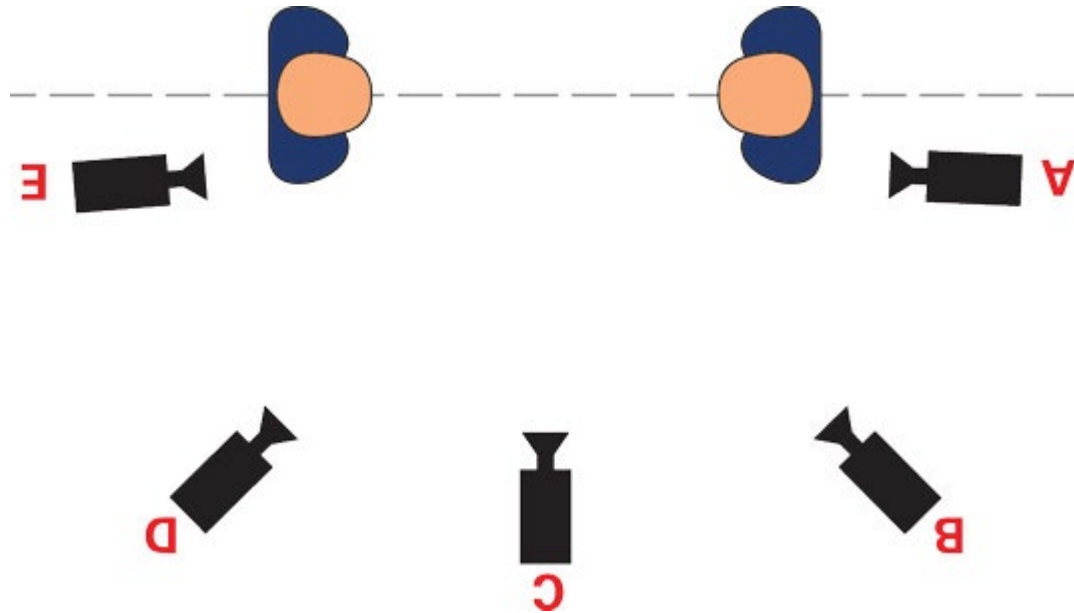
Great to show
action

Getting the Basic Shots Matched Action



Make what's happening in the wider shot ↘ Match what's happening in the tight shot

Don't Cross the Line!



← This imaginary line is the axis. If you cross it, people and things jump around when you try to edit. It's weird. Just don't.

Graphic courtesy "Dummies"

Classic Shooting

- Set up shot, then hit record
- Hold for a count of five or so - more if there's action
- Stop recording
- Set up next shot, and repeat
- Don't do a lot of zooming or moving – that's for TikTok

Editing

Ways to cut and send to media

Remember:

- Review all shots for PHI in background
- Review audio on all shots for PHI
- Ensure masks are worn appropriately, etc.
- Purple top wipes! (infection prevention standards)

Editing Apps:

- CapCut
- iMovie
- Adobe PremierePro for more precise edits
- For media, leave out video transitions, music, etc.

To send:

- Text
- ftp (can be problematic)
- WeTransfer

TikTok & Reels



Rules? What Rules?

Vertical Video

Shoot like this:



Not like this:



Rules? What Rules?

- Interact with the camera – move around!
- Jump Cuts are OK
- Can be purely (or mostly) for fun!
- “Human zoom” for neat transitions
- Highly visual, active scene
- Look for FUN, engaging folks







Your life is our life's work.