



How to Shoot Video That Doesn't Suck: Advice to Make Any Amateur Look Like a Pro

Steve Stockman

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How to Shoot Video That Doesn't Suck is a quick and easy guide that will make your video better instantly--whether you read it cover to cover or just skim a few chapters. It's about the language of video. How to think like a director, regardless of equipment (amateurs think about the camera, pros think about communication). It's about the rules developed over a century of movie-making--which work just as well when shooting a two-year-old's birthday party. Written by Steve Stockman, the director of *Two Weeks* (2007), plus TV shows, music videos, and hundreds of commercials, *How to Shoot Video That Doesn't Suck* explains in 74 short, pithy, insightful chapters how to tell a story and entertain your audience. How to shoot video people will *want* to watch.

Here's how to think in shots--how to move-point-shoot-stop-repeat, instead of planting yourself in one spot and pressing "Record" for five minutes. Why never to shoot until you see the whites of your subject's eyes. Why to "zoom" with your feet and not the lens. How to create intrigue on camera. The book covers the basics of video production: framing, lighting, sound (use an external mic), editing, special effects (turn them off!), and gives advice on shooting a variety of specific situations: sporting events, parties and family gatherings, graduations and performances. Plus, how to make instructional and promotional videos, how to make a music video, how to capture stunts, and much more. At the end of every chapter is a suggestion of how to immediately put what you learned into practice, so the next time you're shooting you'll have begun to master the skill. Accompanying the book is a website with video clips to illustrate different video production rules, techniques, and situations.

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Kevin Pinkney:

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Shelly Reder:

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