

## QUANTITY

*The more you shoot, the more you sell*

- Tell a story
- Get coverage
  - Wide or establishing shot – sets the scene
  - Medium and close-ups – gives different framing
  - Alternate angles – add perspective and interesting detail
- Give yourself goals
  - 2 stories per week, with 15 to 20 clips per story will give you over 1,500 clips per year



Think like an editor, shoot like a photographer

## QUALITY

*We accept high quality raw footage*

- ★ Resolution
  - We accept 1080 HD footage and up, preferably progressive
  - Future-proof your earnings by shooting 4K
- ★ Movement
  - Capture the subject entering and leaving the frame
  - Or let more subtle movement start and finish
  - Move the camera – pan, tilt, jib, slider, drone, or steadicam
  - Hold your breath when you pan and tilt, it will give you a smoother shot
- ★ Composition
  - Clip should be visually appealing in composition, color, and content
  - There should be action or movement in the frame
- ★ Audio
  - Buyers look for clips with natural sound to help tell story
  - Camera mounted shot-gun microphones enhance quality of recordings
- ★ Duration
  - Clips should be at least 15 seconds long – count to 15 Mississippi!
  - Include pad at the beginning and end to allow for transitions like dissolves or wipes in the edit



Don't talk or breathe heavily under your shot. Use headphones when shooting to monitor audio levels

## VARIETY

*Shoot what you love*

Categories:

- The Variety Matrix includes shot ideas across 30 different categories
- Shoot your passions, hobbies, things you love

Footage Type:

- Commercial – typically sold to promote a person, place or product
  - Clips are used in feature films, documentaries, and the advertisements we see on TV and online
  - Any faces, logos, or identifying buildings require releases
- Editorial – typically sold for news and educational purposes
  - Important to record the facts: Who? What? When? Where? Why?



To maximize earning potential, always get releases so your clips can be used for both editorial AND commercial

