

10 Takeaway Tips from Visual Storyteller, Scott Moore

By Allison Armstrong Rehnborg

1. Use a tripod for steadier, solid shots.
2. Invest in good audio equipment and take time to make sure your audio is good on site.
3. Use light to your advantage, whether natural or artificial
4. Vary your shots: always grab a tight, medium and wide of every scene.
5. If handheld, make movements intentional and cinematic to avoid shaky-cam-syndrome.
6. Get the details, even the ones you're too tired to get or think you won't need. You'll need them.
7. If using cell phones, shoot horizontal, not vertical.
8. Make it personal. Storytelling is key.
9. Fix problems in the field, not in post. It'll never be as good as if you had just fixed it in the field.
10. Use music and capture and use natural sounds for paragraph breaks in video.