



ART OF
REGIONAL
CHANGE

UNIVERSITY OF CALIFORNIA, DAVIS

PARTICIPATORY MEDIA TIPS FOR SHOOTING PHOTOS & POCKET VIDEOS

WHEN TAKING PHOTOS THINK ABOUT....

- **What's the subject:** decide what you want viewers to see or pay attention to.
- **Landscape or portrait view:** which would work best for this subject?
- **Hold steady:** use two hands to get a stable shot.
- **Get close:** you want to see details (eyes, smile, texture). Don't use the zoom.
- **Headroom:** don't have too much space above the subject.
- **Background:** make sure it doesn't distract from your subject.
- **Edges of the frame:** make sure nothing is poking in or cut off.
- **Rule of Thirds:** it's better not to put a subject in the center but to the left or the right.
- **Create interest by using angles:** try a high angle or a low angle to add interest.
- **Take at least 5 photos of each subject**—landscape/portrait view; From different places, using different angles, getting closer or father away, etc. Having more to choose from is better!

WHEN SHOOTING VIDEO, FOLLOW THE ABOVE TIPS AND....

- **Leave a few seconds** of silence before and after any talking in the recording. This will give your video a more polished feel.
- **Ask the person your are interviewing** to keep looking at the lens (or interviewer) for a few seconds after they are done talking.
- **Stay still** for a few seconds before starting a pan/tilt and after you do a pan/tilt