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# Video Rules: How To Think About How To Shoot



## Synopsis

As the Video Age returns us to our tribal roots as storytellers, artists and performers, it's time to re-think what we want to say and learn how to say it with a camera. Whether you're a working professional, an aspiring filmmaker or the home/office paparazzi, the power of the medium--to inform, to entertain and to inspire--flows not from the camera but from the craft: the fine-tuning of a viewer's perceptions. When you think of the camera as the viewer's brain and yourself as a surgeon, you're ahead of the game. VIDEO RULES will dramatically shorten your learning curve, showing you how to: COMPOSE IRRESISTIBLE IMAGES HARNESS THE EMOTIONAL FORCE OF AUDIO GET INTERVIEW SUBJECTS TO SPEAK IN COMPLETE SENTENCES PREPARE FOR A WAR ZONE AND LIVE TO TELL THE STORY GROW A BULLETPROOF CAREER Veteran cameraman and producer Dave Lent distills forty years of know-how--shooting news, documentaries, sports, business and entertainment--into a set of simple, easy-to-grasp principles. With passion, practice and VIDEO RULES as your guide, the stories you shoot will be the ones people remember .

## Book Information

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## Customer Reviews

David's "Video Rules" is filled with insightful, foundational awareness on how to use a camera, and more specifically how to communicate through the lens. It helps to explain how to capture the energy/essence of an object in a video or a shoot. A great guide for the amateur and professional alike. It's also filled with pearls of wisdom -- some of which draws from his earlier work "The 5 Keys to Mastery" featuring Carlos Santana, BB King and others on what it takes to unleash the "best you" for the world. Truly awesome!

This book serves two audiences but it is titled to the emerging pro. The emerging pro need to know how to travel with equipment, move their equipment in and out of elevators, etc. This info will not be very interesting to the beginner. The beginner will pick up some ideas here and there. I gave it a three because it was too much of a mix rather than aimed at the beginner or the emerging pro. A clearer title should be developed so the book can get into the right hands.

I must first be up front and say that I've known Dave Lent as a cameraman and friend for close to 20 years. We've worked together all around the globe on a wide range of assignments for major international broadcasters. Dave has never disappointed in the field and his passion for filming and the skills required really come across in this book. He's "been there, done that", and so is able to offer useful pointers from a true pro's perspective. With such a wide range of ways to film these days - from phone cameras to rough and ready reality shooting to considered documentary work - there is something for everyone in this fine tome which is sharp and to the point, plus advice and guidance for pointing a lens in a wide range of situations. A great read that everyone who takes photos or shoots video will enjoy.

I shoot video with a sport/action cam attached to a quadcopter then post them on YouTube. Getting quality video is a lot harder than it looks and I usually only have maybe 10% of suitable material. I may not use all of the techniques in this book but it's obvious that the content is rock solid and proven. The author is very inspiring and gives good examples of successes and failures he has encountered during his career.

If you aspire to be a news-gathering cameraman using a shoulder mounted camera then this book offers a lot of great info and tips. It's less about the artistic side of film-making and more about surviving in the ENG business, working with clients, doing interviews, preparing for travel to war-torn countries and dealing with the locals. As someone who just wants to learn about shooting better videos I didn't find enough here to justify the cost.

I am the co-owner of a boutique creative agency recently making the move from primarily editing video to also shooting video for the web. This book is chock full of tips relevant to anyone thinking about diving into the video-making game. I appreciate that the author shares everything from the down and dirty how-tos of thinking about sound and how to frame the shot to how to work with

clients. Highly recommended

VIDEO RULES is a gem. With its insightful anecdotes and clear, simple writing, taking pictures and shooting video almost seem like common sense. Anyone can do it. It teaches you how to transform the ordinary image into an extraordinary shot. A must-read if you're looking to get more creative, shoot better video and take kick-ass pictures.

I have an 19-month old daughter. I like to capture all the amazing moments of her growing up but she's constantly on the move. VIDEO RULES taught me how to frame shots and follow her around without the 'shaky cam' effect that usually makes the video hard to watch. Thanks to Dave Lent for all the useful tips that make VIDEO RULES a great resources for dads - or anyone who wants video worth keeping for years. I was captivated by the photos and the stories behind them - making it both a fun and instructive reading.

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