

SHAW ACADEMY  
NOTES

**Diploma in Video**



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## **Cinematography:**

- Definition: the art of photography & camerawork in film making

Cinematography is the language of film, it the decisions we make using cuts, colour, angles to try and communicate to the audience.

Its not only how we capture the action, its also how we show that action to the audience.

Films can have such beautiful & mesmerising Cinematography

And some video students get dis-heartened by seeing this. Its seems out of reach. But Like all crafts its built off principal & understanding

So these are universal, so we can all learn them and use them to our advantage.

Cinema is a language.

And like a language it has meanings, definitions & structures

We can build on these, break them down, adopt them to our own films.

Like a language we must understand & embrace these.

And the better we understand it ourselves the better we can communicate to each other or our audience.

## **The 5 C's of Cinematography:**

- Camera angle
- Continuity
- Cutting
- Close – ups
- Composition

### **Story:**

- Pitch – what is the story in a sentence
- Beginning, middle and end
- Who is the Audience?
- Clarity of narrative – break it down
- Strong close

So whether it's a short, a documentary, a promotional video....whatever it is there are some basics to creating an entertaining film with an interesting story.

That story could be told through dialogue.....it could be told through visuals.

This is a good place to get started with story and content writing. We will be going through this in much more detail in the advanced course.

### **Planning:**

- Location
- Equipment
- Post
- Storyboards
- Transitions/coverage
- Time/money
- Variety in shots

Knowing the location and what it has to offer. Think about what the location involves and this will help you plan/vision of what shots you could get. Knowing your equipment, its limitation, its strengths. You always need to be thinking ahead, planning, envisioning your movie, thinking about the edit all these things will help you make it a reality and will eliminate a lot the mistakes that can happen

## Storyboards



Story boards for me are a massive asset. They really help take the pressure off. They don't have to be this detailed.

When going out shooting today I simply wrote the shots I needed, a couple of locations or subjects I had in mind for these shots.

And after I got each simply ticked them off the list.

### **Editing:**

- Choices – what you show, what you don't
- Starts when you are shooting
- Shooting for the cut
- Colour Correction
- Colour Grading

Cinematography is about taking the assets we have learned, so things like...

- The different shots we have, Establishing, close ups, medium shots etc
- Angles
- Framing
- Cuts
- Colour
- Lighting
- Composition
- Sounds

Cinematography is all about how you use these assets to the advantage of your movie, your story, your footage etc. Throughout this course we have learned the different meanings that cinema has and how we can use those assets to our advantage.

The frame is our canvas, so it's up to you how you decide to paint.



Thank you

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