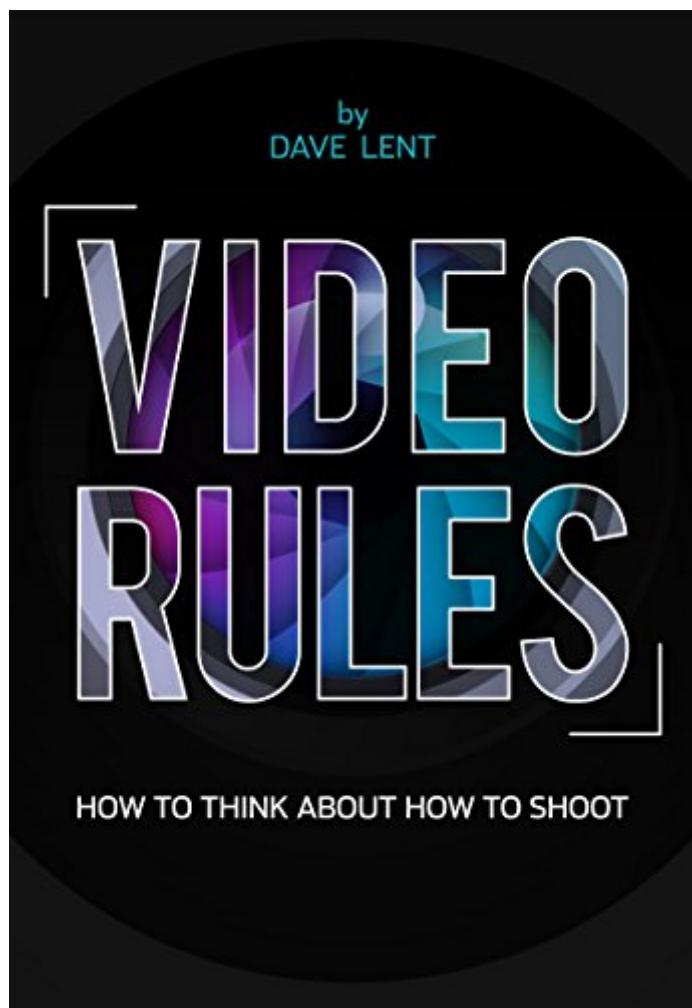


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# VIDEO RULES: How To Think About How To Shoot



## Synopsis

Dave Lent's love affair with the video camera has flourished for four decades. As a freelance cameraman - news, documentaries, sports, business, and entertainment - he continues to shoot for clients all over the world. Dave learned early and often that the power of video - to inform, entertain, or inspire - flows not from the camera, but from the craft. "I really enjoy books that nail the material. This was a quick read and a great refresher for those of us who have been shooting for a long time." Kevin Jeffrey, cameraman "After reading Video Rules I feel as though I have a mentor with me all the time!" Annemieke Ruggenberg, producer/videographer "If you want to shoot at the pro level then read this book." Mark I., filmmaker Dave distills 40 years of accumulated know-how into a set of core principles, featuring The 6 Laws of Camerawork and The 5 Keys to Mastery. Whether you're an aspiring filmmaker, a seasoned professional, or the home/office paparazzi, VIDEO RULES will dramatically shorten your learning curve, showing you how to...COMPOSE IRRESISTIBLE IMAGESHARNESS THE EMOTIONAL FORCE OF AUDIOHARMONIZE WITH THE CLIENT (OR COLLEAGUE) FROM HELLPREPARE FOR A WAR ZONE...AND LIVE TO TELL THE STORYDISCOVER AND DEVELOP YOUR UNIQUE GIFTSGROW A PROSPEROUS AND BULLETPROOF CAREERWith VIDEO RULES as a guide, the stories you shoot will be the ones people remember...and talk about. "If you were only going to buy one book to improve your shooting skills I would make it this one. A must-read if you're looking to get more creative, shoot better video, and take kick-ass pictures." Annie L., customer "The best, most concise book about shooting video I've read. It's deep, but also a quick read. A great book by a master of the art of video." Author/Photographer, reviewer "Video Rules provides practical knowledge coupled with real life experience. This book has confirmed for me what I'm doing right and provided insight into what I could be changing. A quick read that is not bogged down by technical jargon, this is easily accessible material for all levels of cinematographers. I highly recommend this book." John Shaterian, producer/cameraman "I find this book immensely inspiring. As a visual artist using video as a complementary tool for projects and documentations, I consider this an invaluable collection of tools suitable for many different fields of work. It is clear and informative and at the same time packed with know-how. 5 stars!" Leif Jacobsson, visual artist "I only wish someone had written this when I started making films over 15 years ago!" Simon Sharman, filmmaker "Dave's approach of sharing knowledge learned from many years of professional experience is so down to earth. Hopefully, this book becomes a bible for new video professionals." Leon Gerskovic, documentary producer "Video Rules gave me many

things to consider and think about. I've since changed my whole concept of how I shoot video! Andrew Magnuson, videographer "It's an absolutely great book! Very enjoyable to read with lots of useful tips. Dave draws from his own experiences, with funny, touching and valuable stories in between, making it a very personal book." Suzanne van Leendert, filmmaker "Dave's passion for filming and the depth of his knowledge of the craft really come across in this book. He's "been there, done that", and offers hard-won lessons and insights from a true pro's perspective." Nigel Bellis, producer/director "I am the co-owner of a boutique creative agency making the move to 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, how to frame the shot, and to how to work with clients." Stephanie S., producer/director

## **Book Information**

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## **Customer Reviews**

For the last 6 years I have been working as a journalist, author and producer. Working together with and next to ÄfÄçÄ à ¬Ã ŒshootersÄfÄçÄ à ¬Ã â„¢, I never had to create video footage myself. After moving to the US I wanted to explore my possibilities as a video journalist and became interested in shooting. ItÄfÄçÄ à ¬Ã â„¢s pretty difficult to start from scratch but after reading this book I felt as if I had a mentor with me all the time! I like that the book not only gives straight forward, practical tips. It also gives a very interesting insight in the challenging and dynamic work of a shooter. After reading the book I gained even more respect and understanding for the work of my ÄfÄçÄ à ¬Ã Œcamera colleaguesÄfÄçÄ à ¬Ã â„¢ and it gave me just the practical knowledge and skills I needed to start creating my own shooting experiences.

Excellent advice from a seasoned pro. Covers everything you need to know... Minus the latest info. about using smaller cameras like dslrs and smartphones for for intimate or "covert" work. The cameras here pretty much look like big professional Sony shoulder-monsters.... Not anything I really want to deal with anytime soon. If you are looking for vlogging info. This NOT your book. If you want to shoot pro level and learn what the pros do for news and documentaries then read this book. An added but unexpected gem included is the 5 point guide to mastery....(Tim Ferriss missed this! :) - check it out. 4 stars as it needs some updating....but otherwise a great read.

This is the best, most concise book about shooting video that I've ever read. It's deepÄfÄçÄ à ¬Ã â•the author packed in a lifetime of learning and experienceÄfÄçÄ à ¬Ã â•but it's also a quick read. I think it's so useful because he tells so many stories from his own career to illustrate his lessons. I'm a very experienced writer who is breaking into video and for me it's the perfect book, but I think it would also benefit people who are new to the profession because it gives you the shooting guidelines you need to make compelling video your first time out. And because it's so filled with information, it's the kind of book that you can go back to and discover lessons and information that you didn't see the first time through. All in all, a great book by a master of the art of video.

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.

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 pickup 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.

If you have experience with video production this book is nothing new. I'm no Pro and I thought this book felt basic at best. It's pretty dated and offers only specific tips for newbies. 3 stars is being kind.

Had to laugh when I saw composition and brain surgery aligned. By extension, the thought of the camera as the ideal viewers head, on a tripod, being pointed this way and that to get the best view of any subject seemed to me intriguing. Makes you take your shots seriously when you think of the results for the audience in this way. Very useful!

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