



## Video Rules: How to think about how to shoot

By Dave Lent

[Download now](#)

[Read Online](#) 

### Video Rules: How to think about how to shoot By Dave Lent

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 .

 [Download Video Rules: How to think about how to shoot ...pdf](#)

 [Read Online Video Rules: How to think about how to shoot ...pdf](#)

# **Video Rules: How to think about how to shoot**

*By Dave Lent*

## **Video Rules: How to think about how to shoot By Dave Lent**

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 .

## **Video Rules: How to think about how to shoot By Dave Lent Bibliography**

- Sales Rank: #1217653 in Books
- Published on: 2013-10-30
- Original language: English
- Dimensions: 7.50" h x .43" w x 5.00" l,
- Binding: Paperback
- 190 pages



[Download Video Rules: How to think about how to shoot ...pdf](#)



[Read Online Video Rules: How to think about how to shoot ...pdf](#)

## Download and Read Free Online Video Rules: How to think about how to shoot By Dave Lent

---

### Editorial Review

#### Review

*"To master the language of video, good guidance is essential. Video Rules is packed with career-empowering strategies for the aspiring filmmaker and timeless reminders for the seasoned pro. An absolute must-read."* Jody Michelle Solis, Editor, StudentFilmmakers Magazine

*"In this descriptive and illustrative how-to, Lent focuses on delivering practical knowledge to anyone interested in camerawork. Lent's expert tips instruct readers on the importance of efficiency, stressing that one must break out of his or her comfort zone and work in a manner that maximizes quality while minimizing one's learning curve. Lent pushes the limits of even the most basic filmmaking enthusiast...providing readers with a vocabulary to succeed in the filmmaking industry."* -Giovanni LoMonaco, PDNEDU, The Magazine for Emerging Photographers and Photo Educators

*"Most of us would articulate more clearly and understand more deeply if we knew the basic grammar, syntax and logic of video. What Dave Lent presents here is a straight and simple path to video literacy and, with practice, video mastery. VIDEO RULES is a perfect text for video self-education and should be offered in every American school."* -David Morash, Correspondent, ABC's Nightline

#### About the Author

Dave Lent's career as a cameraman, producer and product designer spans forty years. His clients include international networks, local stations, corporations and independent production companies. Dave's seven documentaries include the critically acclaimed *Life Without*, *Hotel Macedonia* and *The 5 Keys to Mastery*. He is the author of *The Laws of Camerawork* and inventor the *Steadybag*, *PicupStix*, *GelFile* and *LensEnd*—production accessories used by video, film and photo professionals worldwide. Based in Washington, DC and Oakland, CA, Dave works as a news cameraman and documentary producer.

### Users Review

#### From reader reviews:

##### **Donald Campbell:**

What do you about book? It is not important along? Or just adding material when you need something to explain what the ones you have problem? How about your extra time? Or are you busy person? If you don't have spare time to accomplish others business, it is make one feel bored faster. And you have free time? What did you do? Every person has many questions above. The doctor has to answer that question mainly because just their can do this. It said that about publication. Book is familiar in each person. Yes, it is appropriate. Because start from on guardería until university need this *Video Rules: How to think about how to shoot to read*.

##### **William Butcher:**

Nowadays reading books be than want or need but also turn into a life style. This reading habit give you lot of advantages. The benefits you got of course the knowledge the particular information inside the book that improve your knowledge and information. The details you get based on what kind of reserve you read, if you

want drive more knowledge just go with training books but if you want feel happy read one using theme for entertaining including comic or novel. Often the Video Rules: How to think about how to shoot is kind of guide which is giving the reader unstable experience.

**Laura McCallum:**

The actual book Video Rules: How to think about how to shoot will bring you to the new experience of reading a book. The author style to describe the idea is very unique. In the event you try to find new book to read, this book very acceptable to you. The book Video Rules: How to think about how to shoot is much recommended to you to study. You can also get the e-book from official web site, so you can quicker to read the book.

**Juan Gilbert:**

Spent a free the perfect time to be fun activity to try and do! A lot of people spent their leisure time with their family, or their own friends. Usually they performing activity like watching television, planning to beach, or picnic in the park. They actually doing ditto every week. Do you feel it? Do you need to something different to fill your free time/ holiday? Can be reading a book could be option to fill your free time/ holiday. The first thing you ask may be what kinds of guide that you should read. If you want to try look for book, may be the guide untitled Video Rules: How to think about how to shoot can be excellent book to read. May be it might be best activity to you.

**Download and Read Online Video Rules: How to think about how to shoot By Dave Lent #4B98AKDZWV**

## **Read Video Rules: How to think about how to shoot By Dave Lent for online ebook**

Video Rules: How to think about how to shoot By Dave Lent Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Video Rules: How to think about how to shoot By Dave Lent books to read online.

### **Online Video Rules: How to think about how to shoot By Dave Lent ebook PDF download**

**Video Rules: How to think about how to shoot By Dave Lent Doc**

**Video Rules: How to think about how to shoot By Dave Lent MobiPocket**

**Video Rules: How to think about how to shoot By Dave Lent EPub**

**4B98AKDZWV: Video Rules: How to think about how to shoot By Dave Lent**