



Video Rules: How to think about how to shoot

By Dave Lent

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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 .

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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.

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Juan Gilbert:

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