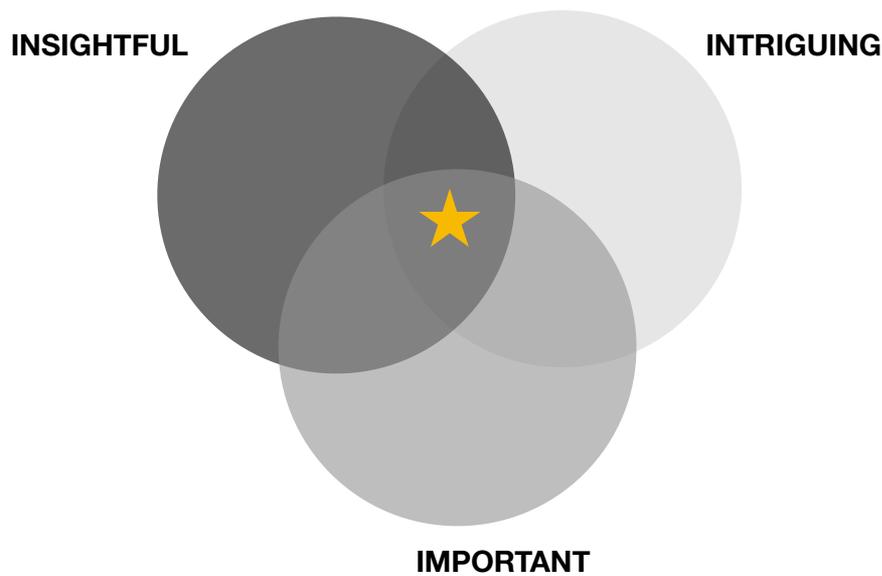




FINDING THE THREE "I" SYSTEM



Pre-production	
	Clarify story
<input type="checkbox"/>	Familiarize with treatment, outline, etc. and take notes of your questions.
<input type="checkbox"/>	Google search the subjects of interest and take notes.
	✦ Don't rely solely on the treatment, because stories change.
<input type="checkbox"/>	Take all your questions to the respective departments.
	✦ Serves both as brainstorm and logistic clarification opportunity.
<input type="checkbox"/>	Again, stories change! Make sure to stay updated with the director's vision.
<input type="checkbox"/>	Leave no room for assumptions. Have another question? Ask again.
	Explore possibilities
<input type="checkbox"/>	Create Visual Treatment
	✦ Great tool for discussion and specifications with team.
<input type="checkbox"/>	Prepare/discuss shot list with director and camera crew.
	✦ Memorize it! This will serve as a guide, not a rule. You'll need to adjust it on the field.
<input type="checkbox"/>	Get the proper gear for what will and could happen.

✦ That doesn't mean to get so much it is unnecessary. Be reasonable.

On Location

Get to know your subject in depth whether a person or wildlife animal:

- 1) Let them get used to you
- 2) Look for pattern behavior

If a person:

Present yourself

✦ Brief them on who you are and that you will be all over the place when capturing b-roll.

Open conversation

✦ Ask questions based on your research, if you have trouble finding a topic. Don't go for facts, go for their interests.

✦ Listen! Pay attention to their conversation in their normal environment, with the crew and when they speak to you alone.

Pattern behaviors

✦ Look for mannerisms. Do they walk a peculiar way, have some sort of ritual? The way people do day-to-day things (gently, roughly, etc) says a lot about them.

Understand their dynamics/process

✦ What will happen? What's the action? How long will each stage take? You need clarity on where to position yourself, etc.

Key Objects

✦ Living things are not the only subjects of exploration. Look for inanimate objects that play an important role in moving the story forward.

If an animal:

Pay attention to behaviors.

✦ Those are great on camera and can also alert you if something isn't right.

Safety first

✦ Stay aware of your surroundings. Your life is more important than the shot.

Patience is key

✦ If they get used to you they won't mind when you get close and may even approach you.

Story over coverage:

Recall the shot-list

✦ Now that you know the subject and logistics on a personal level consider replacing and combining shots.

Look for elements that help transition between, interviewees, narratives, facts, etc.

See something interesting - stop!

✦ Think of the composition, don't start shooting with rush. This way you avoid re-takes of the same thing.

