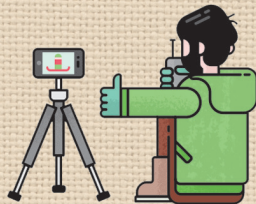




LONELY PLANET'S BEST EVER VIDEO

LEARN TO
SHOOT AND
SHARE BETTER
TRAVEL VIDEO


Tips



CONTENTS



Introduction 04

BEFORE YOU GO - - - - 07

What camera? 08

Life through the lens 10

Accessorise 12

Have a plan 14

Power off the beaten track 16

Keep equipment safe 18

Tripods 20

Back up 22

Audio 24

Have a checklist 26

Practice makes perfect 28

TECHNICAL TIPS - - - - 31

The rule of thirds 32

The Holy Trinity of exposure 34

Depth of field 36

Don't cross the line 38

Know your shots 40

Tracking and panning 42

Avoid the zoom 44

You've been framed 46

Landscapes 48

Wildlife 50

Time-lapse sequences 52

Action 54

Adverse conditions 56

Bright sunlight 58

The dark 60

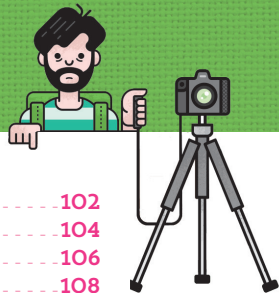
Interviews 62

Wild audio tracks 64

Talking to camera 66

Be likeable and authentic 68





CREATIVE TIPS ----- 71

Connect with your audience	72
The power of suggestion	74
The etiquette of filming	76
Vlogging in public spaces	78
Finding stories	80
The camera gets you access	82
Cull the cliché	84
Learn the art of patience	86
To shoot or not to shoot	88

EDITING TIPS ----- 91

Editing software	92
Finding your tone	94
Mix up your shots	96
Honour the pace of your story	98
Keep it short and snappy	100

Know your cuts	102
Cutting on action	104
Using music	106
Be organised	108

SHARING TIPS - - - - 111

Choose your platform	112
YouTube: the basics	114
Get the word out	116
Vine videos	118

Glossary	120
Index	122
About the authors	125
Acknowledgements	128

INTRODUCTION

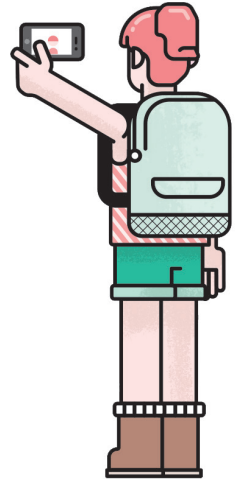
VIDEO IS A POWERFUL VEHICLE for capturing our travel experiences. It's an assault on the senses: image, movement and sound conspire to deliver to the viewer a vivid essence of place and time. Where photography can – literally – offer only a snapshot of a single moment, video can build a montage of sights, points of view and real-time action. At its best it immerses the audience, making them feel like they're really there in the moment, hearing the bustle and smelling the aromas for themselves.

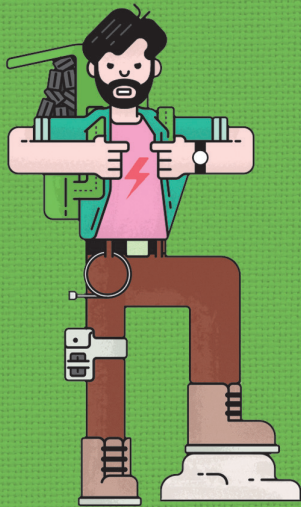
There are many factors that contribute to a great travel video, but don't let that put you off. Thanks to a lifetime's exposure to TV and movie culture, adverts and social media video, we all possess an

Whether you're a novice or a veteran videographer, you'll find tips here to spark ideas and inspire creativity

innate understanding of what makes good video. The 52 tips that follow offer an insight into the practical skills you need to make original and entertaining video, from technical know-how and compositional advice to creative suggestions and editing tips.

You can invest in top-of-the-range cameras, lenses and equipment, but you don't have to. Smartphones can shoot great footage, and editing software is more accessible than ever. The YouTube generation has proven that anyone can connect with an audience; you don't need qualifications or years of experience. Whether you're a novice or a veteran videographer, you'll find tips here to spark ideas and inspire creativity for your next trip and beyond.





ABOUT THE AUTHORS

Lucy Clements has a long-held passion for making films and travelling. After eight years of filming around the world with the advertising industry, shooting award-winning short films on the side, she moved to Uganda with a camera to see what stories she could find. Sometimes they turn out to be what she expects, but she's always searching above all for the people who shatter the stereotypes and challenge assumptions.

Russ Malkin is a British TV and film producer, creative director, writer and all-round entrepreneur with a relentless passion for adventure. As well as travelling the world, Russ loves fast-moving machines and has delivered some of the world's most exhilarating global sports and event television, including

the motorcycle adventure TV documentaries *Long Way Round* and *Long Way Down* featuring Charley Boorman and Ewan McGregor. In 2011 Russ wrote *Big Earth's 101 Amazing Adventures*, drawing on his filming experiences as well as some of his other favourite personal adventures.

Nick Ray has worked in film and television in Southeast Asia for 15 years. He first came to Cambodia on assignment with Lonely Planet back in 1998 and has since worked as a location scout, location manager, line producer and camera operator on a wide range of shoots in the region. His credits include Location Manager on *Tomb Raider*, Line Producer on the *Top Gear* Vietnam special, and Executive Producer on the award-winning Cambodian film *The Last Reel*.

ABOUT THE AUTHORS



Emma Sparks spent over a year in the much-coveted role of Lonely Planet's social media coordinator. She has since moved on to become deputy editor of lonelyplanet.com – but continues to Vine and tweet about her travels @Emma_Sparks.

Matthew Sterling is a film and video editor whose career encompasses everything from music videos and web series to broadcast television and theatrical films. Working for Sundance Channel, AMC, and others, he produced and edited several Promax Award-winning campaigns and received multiple “Best Editing” honors, as well as editing two theatrical feature films. He now works at NC2 Media.

Not quite ready to settle down after university, **Nadine Sykora** set off on a working holiday to New Zealand armed with a trusty video camera. There she decided to vlog her travels, mishaps and adventures, and share them with the internet and on social media. She loved it so much she decided to keep travelling, and keep vlogging. She now travels full time, creating entertaining travel videos full of wanderlust, comedy and inspiration to continue sharing to the world.





Teton Gravity Research is an action sports media company based in Jackson Hole, Wyoming. Founded in 1996 by brothers Steve and Todd Jones, TGR has produced dozens of award-winning action sports films rooted in skiing, snowboarding and surfing, as well as numerous original television broadcast series. Contributors from TGR:

Blake Campbell is TGR's Lead Editor, managing the wealth of footage TGR shoots every year. He has travelled with the crew as a producer, director, sound technician and camera operator.

Jonathan Desabris is an avid whitewater kayaker, backcountry skier, and lover of all things outdoors. He's obsessed with trying to capture and record the moment.

Greg Epstein oversees video production at TGR. He manages shooting logistics on several high-intensity video productions simultaneously, constantly 'chasing snow' around the globe.

Austin Hopkins is an action sport enthusiast and producer who shares his passion with the community, creating short films and feature-length projects with TGR.

Nick Kalisz loves using video to capture the medium of motion and how things move through space and time. His best advice? Get outside and experience that next great thing you dream about.