

# SHOT GUIDE

## FIELD SIZE

### FULL SHOT



In a full shot the entire subject is in the frame, as well as some of the surrounding area.

This shot is good for indicating the use of cutting boards, cookware, and other kitchen tools.

### MEDIUM SHOT



In a medium shot roughly half of the subject will be in the frame, and occupies the majority of the space

This shot provides a good balance between being focused on the food, but still showing a complete picture

### CLOSE UP



A close up shot focuses the frame on a specific area of the subject.

This shot is a good way to focus on specific details like labels, the texture of food, or small precise tasks.

### EXTREME CLOSE UP



An extreme close up focuses the frame onto one specific detail of the subject, with almost no other details of the subject in frame.

This shot is good way to show things like measurements, temperature settings, or very specific details of an ingredient.

## CAMERA PLACEMENT

### BIRD'S EYE



In a bird's eye shot the camera is looking directly down at the subject from above.

This shot is good for showing a more complete picture of the food, as the cost of showing depth.

### HIGH ANGLE



In a high angle shot, the camera is looking down at the subject on an angle.

High angle shots are very common in food videos since they provide us with a way to see the action, but keep some depth.

### LOW ANGLE



In a low angle shot, the camera is looking up at the subject on an angle.

Low angle shots are good for showing height, or making something look imposing.

### OVER THE SHOULDER



An over the shoulder shot typically has the camera positioned just behind a person, viewing the subject.

A variant of this shot, where the camera is looking past kitchen tools can provide an interesting perspective.

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## OTHER SHOTS

### ESTABLISHING SHOT



Establishing shots are used to set up what the viewer needs to know in the upcoming video. Establishing shots provide detail and setting, and as such are usually long or full shots.

In cooking videos establishing shots might show us what ingredients we are using, what the recipe looks like completed, or simply set the scene.

### FREEZE FRAME



A freeze frame shot is one in which a single, unmoving frame is left on screen for an extended duration. They are often combined with music, voiceover, or some other kind of overlay.

This shot is good for allowing the viewer more time to linger on a single image, often capturing something that passes by quickly

### DOLLY SHOT



Unlike most other shots, a dolly shot is one where the camera moves in relation to the subject. Dolly shots include zooms, pans, and tracking shots.

This shot is useful if you want to show movement, or change the view during a single shot.