

JRLC 5990

B-roll Assignment

You will **shoot B-roll** of a local event or activity. This needs to be something where people are in motion, doing things (playing sports, building a house, doing arts/crafts, cooking food, etc.).

Look outside your immediate circle of friends and find something in the community that would be worthy of a promotional video or public service announcement (PSA).

You can even focus on one particular person who's doing an activity. But that person **CANNOT** be any of the following:

- A family member
- Your roommate or suitemate, best friend, sorority sister, fraternity brother or any other close personal friend

DON'T just shoot a bunch of static shots of signs and buildings!!! Go find something involving people that's visually interesting. And please, go off campus and shoot something cool in/around Athens. To prepare, study my notes on shooting b-roll sequences:

<https://shumwayvideo.com/b-roll-sequences/>

Here are some other criteria:

- Your b-roll must consist of at least 30 individual shots. Try to hold each shot for at least 10 seconds. You should end up with at least 4 - 6 minutes of raw video.
- You must record at least one establishing shot and several medium shots. **70 – 80% of your shots should be close-ups.** Remember: close-ups show us important details. Take the viewer *inside* the story! Let us see and hear the action intimately.
- You must use a variety of angles from multiple positions. Don't stay in one place to record all of your shots. SHOOT, MOVE, then SHOOT some more!
- You must limit your panning and zooming. Only zoom or pan when you have a clear purpose.
- You must use a tripod, or other steady camera support, on all shots. Remember: The WORLD IS YOUR TRIPOD!
- Your shots must be properly white balanced, well lighted, in focus, and well framed.
- You must record natural sound for all b-roll shots.

This assignment is worth **20 possible points**. If you miss the deadline, you will get a grade of **zero** on the assignment.

Grading criteria:

- Sound (quality of natural sound)
- White balance
- Exposure
- Focus
- Framing
- Shot sequences (matching action, repetitive motion, 180-degree rule, in/out of frame)